



IC Channel Tracking®

Heat Pumps in Europe Top 5 2016

- Germany
- UK
- Italy
- France
- Scandinavia

IC Channel Tracking®

Heat Pumps in Europe Top 5

[Benefits](#)[Structure](#)[Prices](#)[Example Charts](#)[About IC](#)[Contact](#)



Let's Get Started!



- An effective distribution policy is one of the key success factors across the European HVAC markets. Therefore Interconnection is conducting this study in order to provide manufacturers with this key channel information.
- The IC Channel Tracking report offers you:
 - ✓ Channel Map describing the structure of the distribution channel per country with Information such as: the number of resellers, channel marketshares, average margins etc.
 - ✓ Detailed profiles of the largest European resellers containing total sales and the sales share by segment, price category, channel, etc.
 - ✓ Matrices for each individual country containing the major brands and their reselling partners
 - ✓ Reseller survey regarding price, market and margin expectations as well as their satisfaction with represented brands
 - ✓ Reseller contact database



Europe

Germany

UK

France

Italy

Scandinavia

For each country & Total
Europe Top 5

Channel Map

Channelstructure and dynamics

Reseller
market
structure

Marketshares of distribution
channels and regional
comparisons

Weighted and
unweighted
distribution

Price
analysis

Etc.

Reseller Survey

Brand analysis concerning different factors
like technical quality of customer support

Margin
differences

Market
development

Analysis of distribution trends

Etc.

Reseller Profiles

Turnover & Unit Sales 2014/15

Listed brands and their shares

Segments served

Qualitative information for each reseller

Offered services

Market Shares of Top Resellers

Reseller Satisfaction

~150 detailed Reseller profiles



Die Inhalte des Channel-Trackings

1. Regional Markets

ca. 80 Seiten

- Executive Summary
- Regional Market Analysis (market overview, channel & segment structure and development, listings, top resellers, etc.)
- Reseller Matrix with Sales in 2015 by Brand
- Reseller Overview (reseller type, field of activity, repair & maintenance service, etc.)

2. Detailed Reseller Profiles

ca. 100 Seiten

- Sales & Margins 2014/2015
- Sales by Brands and by Segment and by price class
- Offered Services, Top selling model

3. Database of Resellers

ca. 150 Seiten

- Contact Details of all Top Resellers in Electronic Format



Who are the Relevant Distributors and What Do They Sell

- Tables with **reseller data** split by unit sales and turnover per listed brand for each surveyed region.
- This chart shows dummy figures.

Highest Brand Variety in Germany

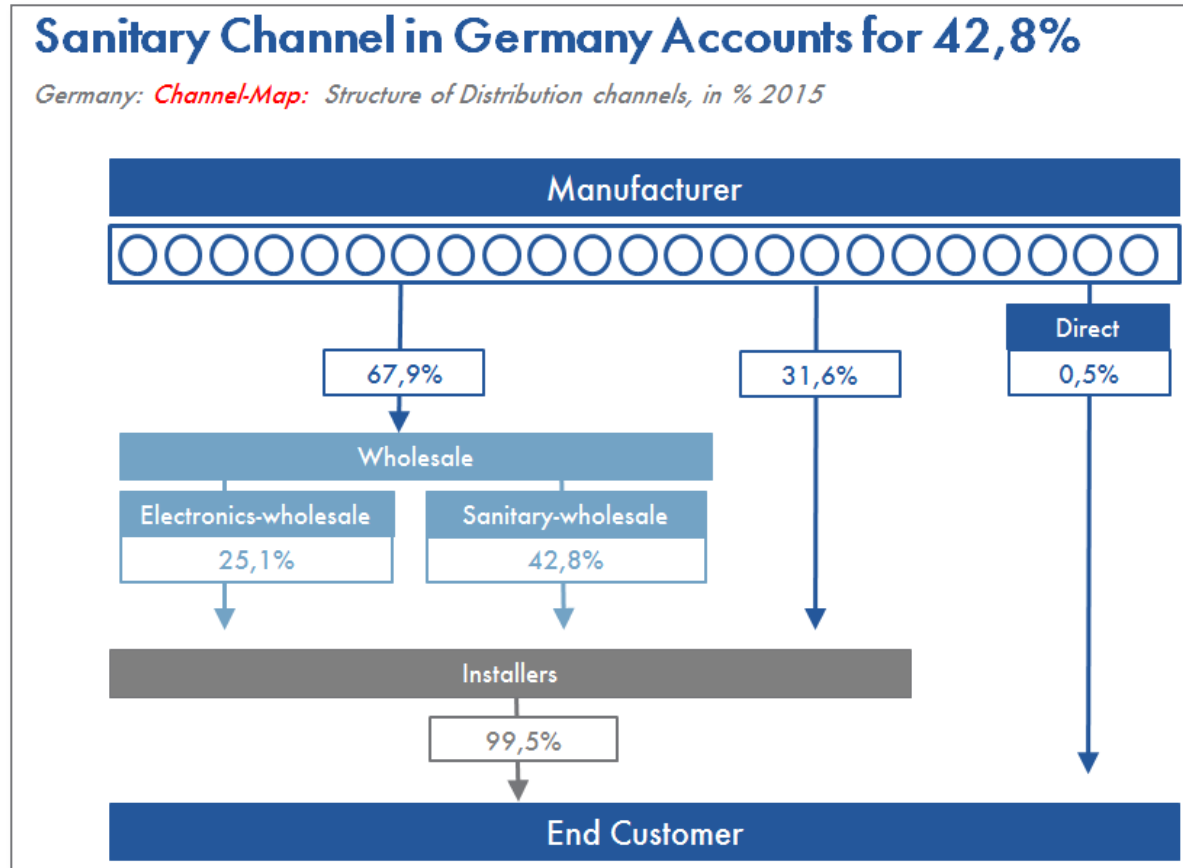
Germany: *Matrix of Top Distributors/Dealers, Sales Split by Brand 2015*

GERMANY	Turnover in EUR 1.000	Listed Brands									
		Brand 1	Brand 2	Brand 3	Brand 4	Brand 5	Brand 6	Brand 7	Brand 8	Brand 9	Brand 10
Company A	6.600.000	1.500.000	2.900.000		1.800.000						
Company B	5.000.000	x	x	x	x	x	x	x			
Company C	4.500.000	x	x				x	x		x	
Company D	3.500.000	500.000	1.000.000				1.500.000				500.000
Company E	3.000.000	x	x			x		x			
Company F	3.000.000	x			x						
Company G	2.500.000		x				x		x		
Company H	2.000.000	x		x	x		x				x
Company I	1.600.000	x	x				x				x
Company J	1.100.000	400.000			500.000						
Company K	1.000.000		x		x	x				x	



Learn About the Market Structure & Channels

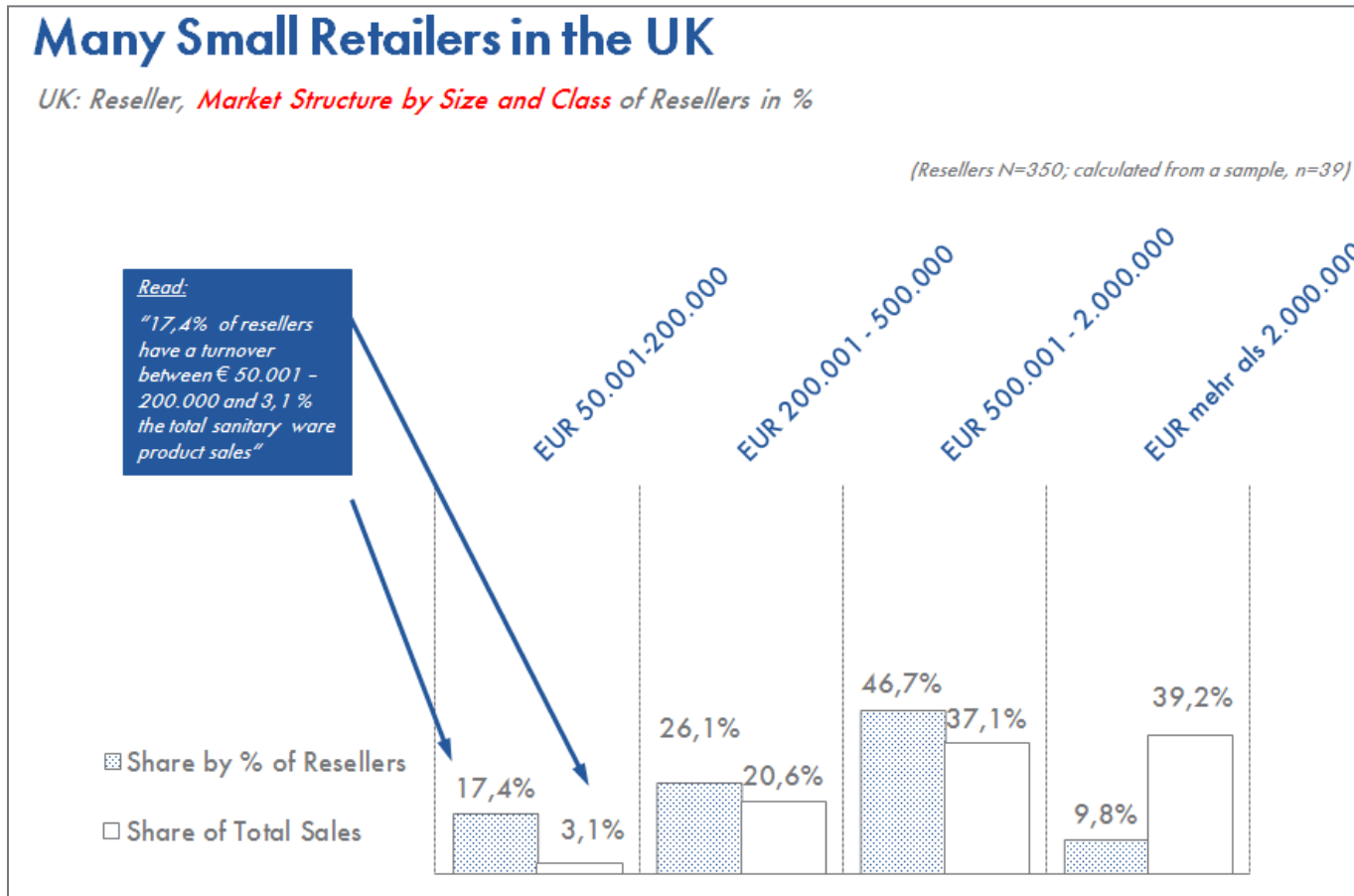
- The **channel map** provides you an excellent overview about the regional distribution systems and the market size of different channel types. *Dummy figures!*





Are There Market Entry Opportunities

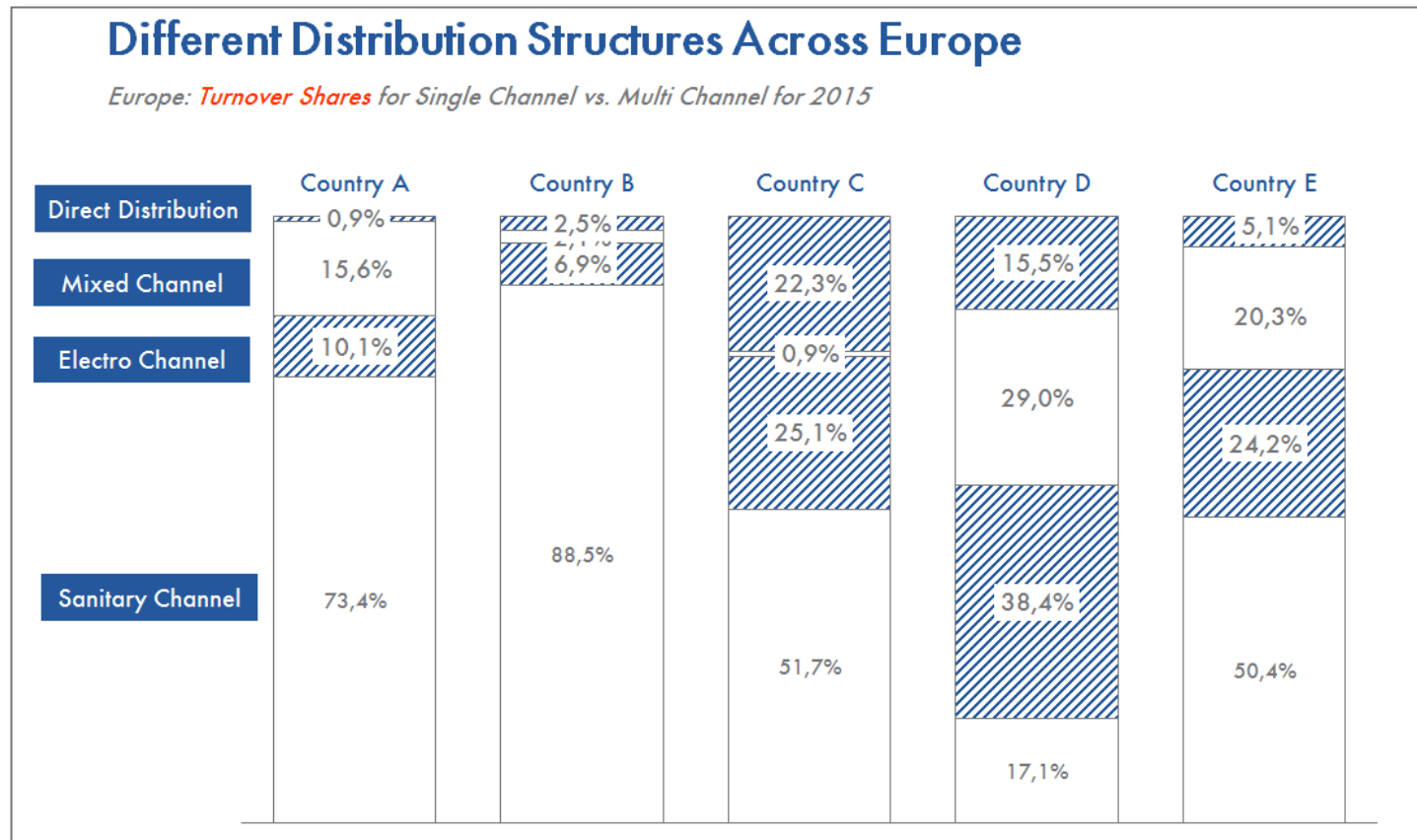
- Analysis of the **resellers structure by size class** (turnover) to learn about the market concentration.
- This chart shows dummy figures.





Identify Differences Among the European Markets

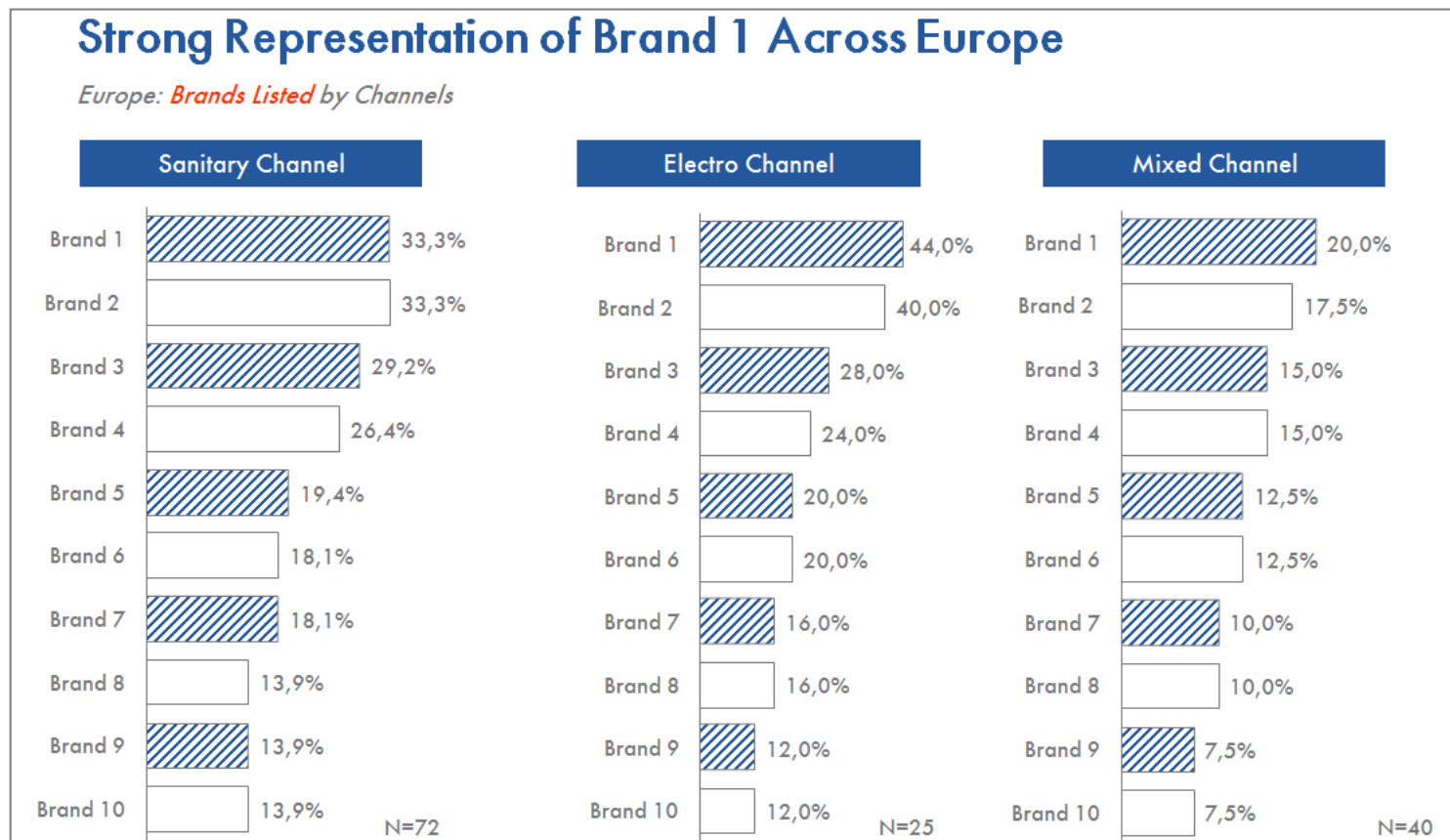
- Analysis and comparison of the **share** of various **price categories** for each product group in the different surveyed regions. *Dummy figures!*





Analysis of the Brands Listings per Country and Channel

- Learn with how many competitors **brands** your products **are offered** through the retailers.
- This chart shows dummy figures.



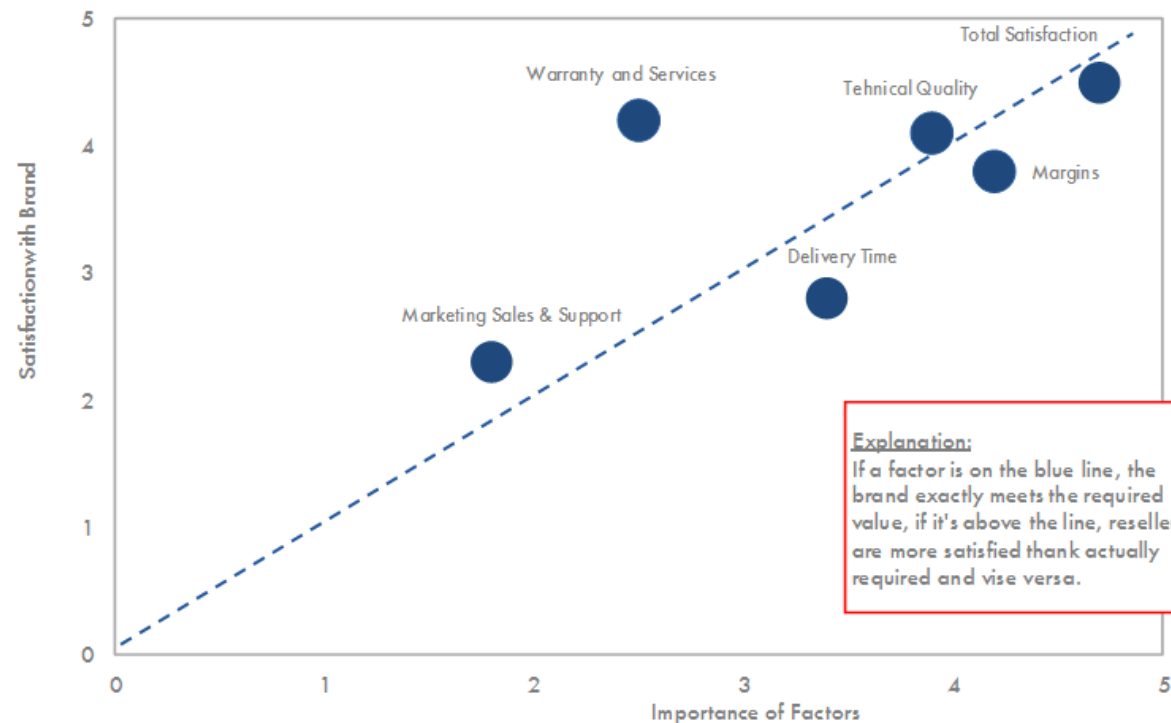


Learn About the Market Structure & Channels

- Analysis of the distributor satisfaction and importance of different brands concerning factors like technical quality, etc. *Dummy figures!*

Brand x scores with warranty and services

Reseller Satisfaction : Importance and Factors when Working with Manufacturers

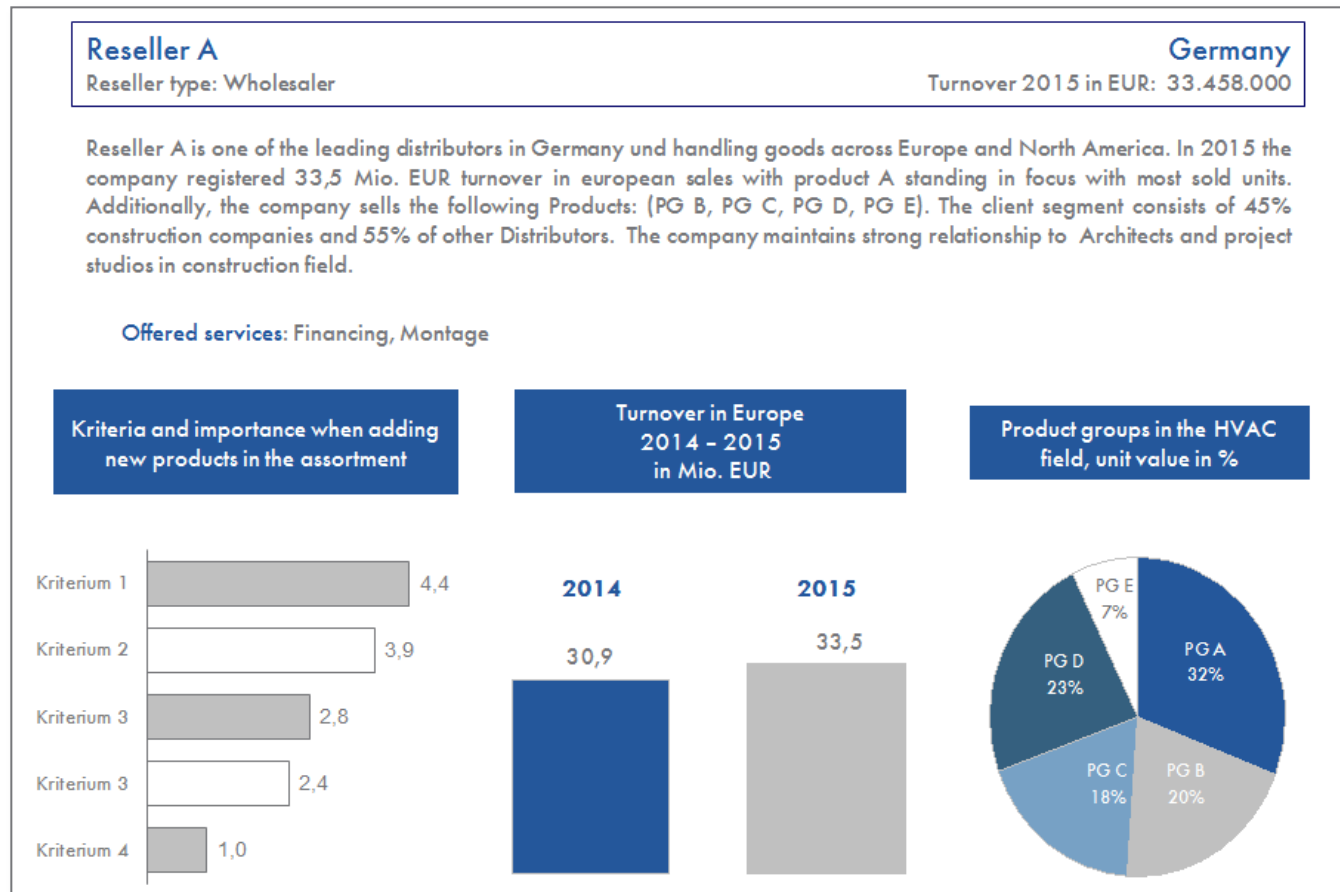


Explanation:

If a factor is on the blue line, the brand exactly meets the required value, if it's above the line, resellers are more satisfied than actually required and vice versa.

Detailed Profiles of the Relevant Retailers


- Receive detailed profiles of the regional retailers with crucial information about turnovers, served segments, etc. *Dummy figures!*





Investment in Your Distribution Analysis

IC Channel-Tracking® Heat Pumps in Europe Top 5 2016

	Single Issue	Subscription *	Scale of Discount For Purchase from:		
Europe Top 5	€ 9.875,-		€ 5.000	-20%	
Single Country	€ 3.950,-		€ 10.000	-40%	
			€ 15.000	-50%	
Available Countries	Germany	UK	France	Italy	Scandinavia

* Annual price for at least two orders of the study (order year and the following year). Subscription customers receive an update of the ordered study offer six months. The subscription can be cancelled after two purchases of the study, but not later than at the 31.12. of the year in which the last study has been received. Price changes must be announced by Interconnection at least two months before the issue of a new study. In case of not-cancellation the subscription extends for a further year automatically.

Price includes an interactive PDF in electronic form. All prices shown excludes sales tax.



Interconnection Delivers Data for Company Decisions

- The Methodology for the IC-Channel Tracking is specially developed by the IC-Team, combining several analysis together to extract all the relevant data for decision making processes in the field of distribution.
- IC-Channel Trackings studies written so far include around 20 different industries with diverse distribution structures such as Audio/Video reproduction products, office furniture, CCTV, etc.
- Due to our long tradition in writing studies in the HVAC field, we possess the right contacts and information to deliver the most optimal and accurate results (market size, market shares, etc.);
- In our experience, very often the change of distribution channel represents a key to gaining more market shares. Our analysis gives you an overview of how your competitors deal with the distribution and particularly where the potential for long term growth and higher margins lies.



Market Analysis



Market Volume
Market Shares & Entry
Competition Analysis

Distribution Analysis



Channel Map
Distribution Matrix
Margins

Customer Insight



Focus Groups
Buying Motives
Customer Benefits

Market Forecasts



Indicator Models
Life Cycle Models
Econometric Analysis

Brand Analysis



Brand Scorecards
Brand - Triangle
Brand Affinity

Customer Satisfaction



Importance/Satisfaction
Portfolios
Customer Loyalty
Customer Typology

Price Research



Price-Sales-Function
Price-Simulation-Tool
Optimal Pricing

Webverstärker



E Commerce Insights
Search Engine Marketing
Web Channel Analysis

„IC is a permanent partner of ours and provides helpful data for decisions.“

Mr. Bernd Blümmers

Directeur General, Saint-Gobain Solar Systems, Central Europe, Aachen

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BOSCH
Thermotechnik





For further questions,
please do not hesitate to contact us!

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IC
we show you the way

General Information

Included in the Report

- interactive PDF, Pivot Tables
- Pages (approx.) 200
- Optional: Hard Cover

Detailed Information about special offers, scale of discount as well as subscription prices are presented within the order form or the interactive price calculator.



Price

- per country: 3.950 €
- Total report: 9.875 €
- Hard Cover: 150 €

Options of ordering – Fax: +43 1 5854623 30

- Click „Buy Now“ on the website and make your order with the interactive price calculator.
- Print out your order form (at the end of the “Full Details” document and fill in your data.

Content of the Market Report

Structure of the Study

Language of the report

English

Introduction, Market Structure & Executive Summary

Definition and demarcation of product groups, regions and methodology; summary of study results

Total Market Analysis

Total market development and forecast. Regional comparisons concerning distribution structure, channels, margins, etc.

Regional Analysis

Regional analysis regarding the distribution structure, margin developments and distributor satisfaction/requirements, etc.

Retailer Profiles

Detailed profiles about turnover, served segments, offered services, listed brands, etc.

Market Structure

Regions:

Germany, UK, France, Italy and Scandinavia

Country Reports:

Analysis of distribution trends, channel structure & dynamics, margins and margin development, market shares of top wholesalers and dealers, etc.

Distributor Profiles:

Turnover and unit sales 2015, listed brands, offered services, segments served, share of listed brands, qualitative information for each reseller, etc.

Methodology

Methodology and Data Sources

The market and competitive analysis is conducted through interviewing the most important manufacturers in the respective industry. All data are cross-checked for plausibility and evaluated by means of additional sources of information.

The market models and forecasts are based on economic indicator models, which are developed individually for each market. The influencing factors are analyzed by means of multivariate regression analysis and updated each year.

The economic indicators and environmental data are a result of secondary research of prestigious statistical institutes and are supplemented by internal market analyses.

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Yes, we would like to order the IC Channel-Tracking® Heat Pumps in Europe 2016

(Please, print out the order form and mark your desired products)



Industry/Region

- ☐ Germany
- ☐ UK
- ☐ France
- ☐ Italy
- ☐ Scandinavia
- ☐ Complete Report

Single Issue

- 3.950,- EUR
- 3.950,- EUR
- 3.950,- EUR
- 3.950,- EUR
- 3.950,- EUR
- 9.875,- EUR

- ☐ Abonnement (20% Price Advantage) *
- ☐ Single Issue
- ☐ We would like to order additional hard copies, each for € 150
- ☐ Translation in another language (price on request)

*IC Subscription:

The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before 31st December.

Benefits of an Interconnection Subscription:

- Price advantage IC Standard Subscription (annual receipt of an IC study or IC study package): 20% price advantage compared to single issue
- Annually updated reports on fixed dates
- One time a year free web conference with the Analyst of the report (presentation of key results, background information, answering of questions)
- Info-Hotline: answering of questions with regards to the report and on methodological issues relating to market research
- Flexible subscription packages: 2-year intervals, alternating countries, product change, etc., if possible. Conditions on request
- Easy termination: After 2 issues each subscription can be terminated easily

Scale of Discount

- From: 5.000,- EUR 20%
- From: 10.000,- EUR 40%
- From: 15.000,- EUR 50%

Order Form

Billing Address: (Please fill in the data completely)

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