

Marketing Strategy for Kolorproperty's Entry into the Swiss B2B Real Estate Digital Solutions Market

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1. Background, Challenge & Objectives

Background

KolorSearch aims to introduce its property management and marketing application, KolorProperty, in the Swiss market. This application was developed based on the Mexican market. The application contributes to enhancing digitalization and productivity for its users. However, the complexity of the property management market requires an understanding of regional variations, including regulatory frameworks and political as well as cultural differences.

Research Questions

1. Is there market demand in Switzerland's B2B digital solutions market for property management and marketing for a new application like KolorProperty?
2. Based on the comprehensive analyses, what strategic measures should KolorProperty undertake to potentially enter the Swiss market?

Objectives

1. Evaluate market demand for KolorProperty in the Swiss B2B Property Management Digital Solutions Market
2. Conduct an extensive Market Positioning Analysis
3. Provide strategic recommendations for KolorSearch and outline the foundations of the marketing strategy

2. Methodology / Materials

Methodology

- Semi-structured interviews
- Online Survey for target group
- Literature research
- Comprehensive Company, Customer, Competitor and Market Analysis

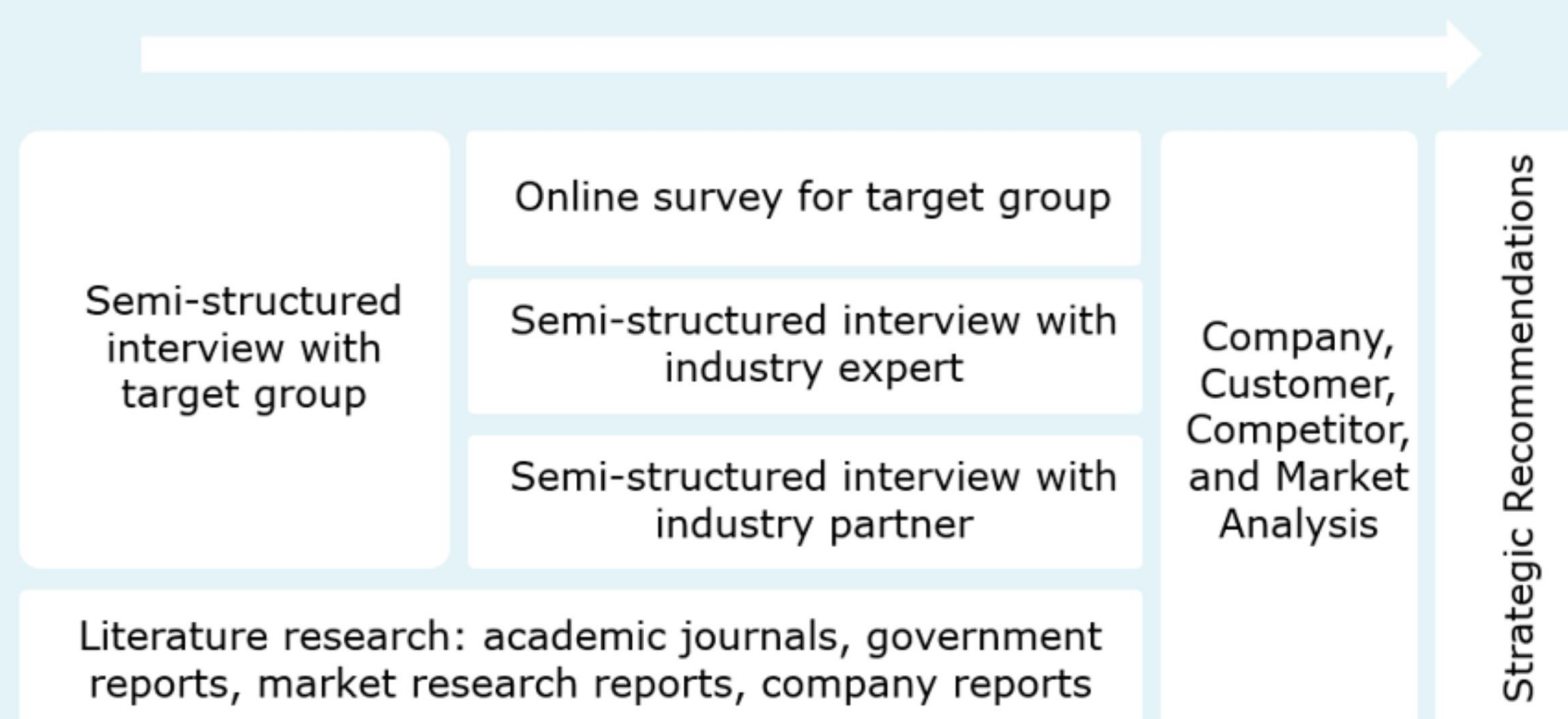


Figure 1: Methods used in this project

Materials / Data / Tools

- SVIT Member List
- Federal Statistical Office Statistics
- SurveyMonkey

3. Results / Solution / Recommendations

Results

The main findings of the Analysis are concluded in the following SWOT-Matrix.



Figure 2: SWOT-Matrix of KolorProperty

Although there is a clear and noticeable demand for digital solutions in the Swiss real estate industry, and the obstacles to entering the market are relatively low, it is difficult to establish KolorProperty's position within this competitive environment. This is highlighted by the unfulfilled essential needs of clients, the lack of additional benefits, and the early stage of brand formation. Consequently, in its present form, KolorProperty encounters limitations in realizing its potential within the Swiss real estate digital solutions industry.

4. Discussion, Conclusions & Outlook

Three different strategies are outlined after the Market Potential Analysis. An adaptation strategy is the one recommended to follow in this thesis. This strategy is essential if KolorSearch decides to invest further in optimizing KolorProperty for the Swiss market. Features, such as interfaces to other software or marketplaces, are key requirements KolorProperty must provide in the Swiss market. Also, the application must differentiate itself in the market and have a clear USP. The brand should be further established and strategically placed in the market to make the application competitive.

The discussion highlights limitations in time constraints, survey methodology, analytical approach, and reliance on single sources

Literature

- Kraus, S., Durst, S., Ferreira, J. J., Veiga, P., Kailer, N., & Weinmann, A. (2022). Digital transformation in business and management research: An overview of the current status quo. *International Journal of Information Management*, 63, 102466. <https://doi.org/10.1016/j.ijinfomgt.2021.102466>
- KolorProperty. (2023, August 30). <https://kolorproperty.com/>