

Technik & Architektur

BSc. Business Engineering | Innovation Bachelor-Thesis

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-strucutred interviews
- Online Survey for target group
- Literauture research
- Comprehensive Company, Customer, Competitor and Market Analysis

mmendations Online survey for target group Semi-structured Semi-structured interview with Company, interview with industry expert Customer, target group Competitor, Semi-structured interview with and Market Strategic Re industry partner Analysis Literature research: academic journals, government reports, market research reports, company reports

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.

Strengths

Innovative Technology: A user-friendly application solution, great UX design, and high-quality coding.
 Affordable High Quality: High quality coding tailored to customer needs and low compared to direct competitors in terms of costs.

Weaknesses

- 1. Limited Market Exposure: Lack of market exposure and a well-known brand.
- Pricing Strategy: Current subscription prices not market-research-based, requiring adjustment to align with the right market segment.
- 3. Unexplored Customer Needs: While addressing certain needs, KolorProperty falls short in interfaces between software, distinct needs for sales and rentals, and automating repetitive processes.

Opportunities

- Market Differentiation: Strategic brand-building and differentiation to establish a presence in the competitive market.
- Customer Needs Enhancement: Addressing additional customer needs, such as software interfaces and automation, to enhance the application.
- Competitor Comparison: Analyzing and adjusting pricing strategies to compete effectively with direct competitors like Casasoft and Immomig.
 Increasing Market and High Demand: General high
- 4.Increasing Market and High Demand: General high demand for digital solutions in the real estate sector, reinforced by the increase of residential housing demand.
- Willingness to change: Over 60% of survey respondents are willing to change solution

Figure 2: SWOT-Matrix of KolorProperty

Threats

- Competitive Landscape: Intense competition from well-established players like Casasoft and Immomig in the Swiss real estate software market.
 Customer Loyalty: Existing customer loyalty to competitors poses a challenge in gaining market
- 3. Low barriers to enter the market: To develop digital solutions not many resources are needed.

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 KolorPropety 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

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