

Bachelor-Thesis Business Engineering | Innovation

Technology-Focused Competitor Analysis in B2B

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Purpose

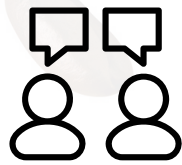
Thermoplan is a Swiss manufacturer of high-quality, fully automatic coffee machines for professional use. Known globally for its premium solutions and customer-centric innovations, Thermoplan supplies its machines to leading coffee chains and businesses worldwide. In a competitive and regulated market, the company places particular emphasis on performance and ease of operation – both of which depend heavily on integrated subsystems.

This bachelor thesis aimed to evaluate the current state of a subsystem technology and benchmark it against selected market alternatives. Using a structured feature-based competitive benchmarking approach, the project focused on identifying improvement opportunities and deriving product-level insights. The findings contribute to enhancing product competitiveness and user experience in a dynamic B2B context.

Applied Skills



Patent Research



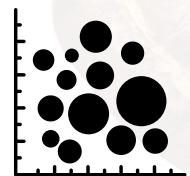
Interviews



Technology Analysis



Benchmarking

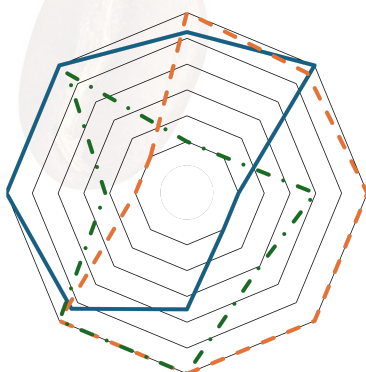


Competitive Mapping

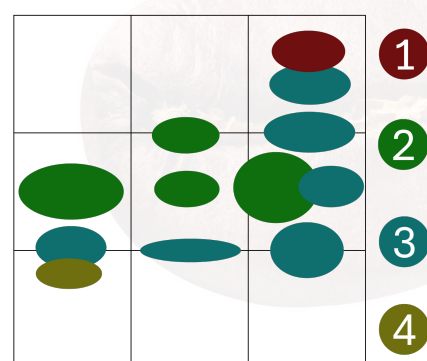
The process was divided into two phases: an initial market overview was created by analyzing stakeholder requirements, enabling technologies, and the competitive landscape. Based on this foundation, selected competitors were analyzed in detail. A specifically developed benchmarking framework was used to assess their relative performance.

Results

A benchmarking framework was successfully established and applied, yielding insights into relative strengths and weaknesses of different solutions. The findings revealed performance and usability differences and helped identify areas with untapped potential for technical innovation. Strategic implications for future development were derived. The results now serve as a decision-making aid and foundation for further technical exploration.



Benchmark (own illustration)



Competitive Landscape (own illustration)