



HHL

LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT

**Field projects at the Chair of Microeconomics
from 2011**

**Neuromarketing: Strategy and implementation measures in the DIY
(Do it yourself) power-tool accessories market in Europe**
Winter/Spring terms 2011

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Location analysis and presentation of the city Nanning (China)
Winter/Spring terms 2011

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Neuromarketing: Strategy and implementation measures in the DIY (Do it yourself) power-tool accessories market in Europe

Term: Winter/Spring Term

Year: 2011

Project Partners:

Scintilla AG Switzerland (wholly-owned subsidiary of Robert Bosch Power Tools GmbH)
Chair of Microeconomics

Subject:

Neuromarketing is already well established in the FMCG (fast moving consumer goods) industry. So far there has not been done any deep insight research, and there do not exist any role models for best practice in the power tool accessories business and within the European home centre landscape.

Project goals:

Based on some in-depth research (Internet, studies, market research, literature, interviews with all relevant industry players: users, customers, competitors, Bosch marketing, sales force & accessory specialists) the student team should do the following:

- Define a Neuromarketing strategy for power-tool accessories in the European DIY landscape
- Develop a strategy and recommend a detailed action plan for strategy implementation (measures, timing, budget)
- Estimate ROI (return on investment)
- Develop a time schedule for the actions recommended

Location analysis and presentation of the city Nanning

Term: Winter/Spring Term

Year: 2011

Project Partners:

City Marketing Nanning (Guangxi, China)

Dept. of Microeconomics and Information Systems, Chair of Microeconomics

Project description:

- Analysis of market and location of Nanning area
- Identification of factors and potentials of Nanning area
- Analysis of capability as investment – and/or production location
- Development of a presentation according to international standards
- Training in presentation techniques

Project goals:

- Design of a professional international presentation, suited to raise interest with potential investors
- Encouragement of international exchange