

Customer and Market research for SES-Creative

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SES-Creative is a family-owned company that started over 45 years ago in a flat in Amsterdam. The company is focused on crafting and learning toys for children from the ages of one and up. The firm uses a B2B strategy to sell its products. These 350+ products are distributed all around the globe to 75 countries. This ensures that SES has a market share around the world.

As an international focussed company, SES introduces 80+ new products per year. These products are, if possible, produced in the SES factory, in Enschede. The products consist mainly of clay, paint, iron beads and mould parts. With having over 100 employees in the Netherlands as well as having sales teams in Belgium, France and Germany, SES keeps the business running. Now, the products of SES are divided into themes; of which nine product themes are on- and offline to find. As a business SES is focussing on the growth within different market aspects of the toy industry. For this expansion a customer market research is set. Which became incentive for a Bachelor Assignment.

The main question is divided in five sub-questions, which together form the key answer. The questions give answer to who the best-targeted customer is and what they find essential in their buying behaviour. In the market, the competitor's strategy and differences are analysed to see what SES can do to react towards this market. These parts complete and demarcate research analytics.

The methods explain the base to answer the essential question. With defining the market, the macro, meso and micro-environments are determined by desk research. This method gives a complete view of what is happening in the world with the non-influential factors and the influence SES does have on the market. This is connected to the competitors, the users and the positioning of SES. The customer's field research is used to gather more information about what this end consumer wants and needs. The data is collected using two surveys and conducting six interviews. The desk research helped to check results and to created suited question. From the desk and field research, a SWOT is created to see where the opportunities are in the market and which threats can have an influence. With that information a product design is created which visualises the results of the research. These elements help to know where SES can expand and what strategy is needed.

Using the results, SES can set a new strategy which is focussed upon a target group. The results are further developed into an additional report for SES. This extra booklet gives a complete view of what the results are and how to find the right target group within the customers in the market. The advisory report is for the company to see how to apply the information. It shows a persona, the four P's and the strategy. However, it is an advice, thus it is up to the company into what extend it will be applied.

