



As a member of the Steinbeis Foundation, we are pacemakers for our customers' innovations. Our aim is to create a profound understanding of perception and decision-making processes in different markets.

# Standard Surveys

## Challenge

Companies are often interested in information on internal or external stakeholders during ongoing operations, e.g. they want to evaluate the satisfaction of their customers, employees or other reference and social groups.

## Solution Approach

Standardized or partially standardized surveys, which can be carried out personally, online or in hybrid use (pp/online), can be used here.

## Implementation by ISM

We use all state-of-the-art survey methods, have an extensive portfolio of online survey tools and have outstanding expertise, particularly in the field of large-volume, global and multilingual surveys. We derive the concepts of our surveys from scientific models and findings and then transfer them into practical and manageable questionnaires. Using scan solutions, we can carry out pp and online surveys in combination and evaluate them efficiently. We consolidate and analyse the results with all common scientific methods and prepare the results for management, so that insights and recommendations for action can be derived immediately.

## References

In the past few years we have conducted surveys of all sizes in various industries, including for BMW, Diakonie Stetten e.V. and SW Machines GmbH.

**Contact**  
Our scientific director Prof. Dr. Marc Kuhn or our project managers Dr. Sarah Selinka and Vanessa Reit will be happy to answer your questions.  
  
kuhn  
@steinbeis-ism.de  
  
selinka  
@steinbeis-ism.de  
  
reit  
@steinbeis-ism.de



As a member of the Steinbeis Foundation, we are pacemakers for our customers' innovations. Our aim is to create a profound understanding of perception and decision-making processes in different markets.

# Market Analyses

## Challenge

If a company plans to enter a new target market or expands its portfolio to include a new product field, detailed and valid information on the market structure, size and potential is required. Structured and in-depth market analyses are useful for estimating the future market situation.

## Solution Approach

The secondary data available in the market must be collected and evaluated, and if necessary systematically supplemented with primary data.

## Implementation by ISM

Our team carries out all types of competition and market analyses as well as stakeholder surveys. We use all state-of-the-art methods of secondary data research and primary surveys. We search for information on the entire stakeholder portfolio, collect data on a large scale from all available sources, e.g. from (industrial) associations or company contacts, consolidate them, evaluate them and, if necessary, supplement them with primary statistical surveys. In the first stage we analyse the market structure on the base of secondary data and consolidate the results into overall market variables. In the second stage we consolidate and specify the findings with primary data collected specifically, e.g. via surveys of potential user groups. From the combination of market data and user surveys, relevant statements on market potential for innovations can be estimated. Our comprehensive network spans almost all industries and allows us access to specific sources of information. We also have extensive know-how, especially in the field of global, multilingual surveys.

## References

We have carried out multi-stage market analyses in various industries in recent years. Partners have been for example Robert Bosch GmbH and Bürger GmbH.

## Contact

Our scientific director Prof. Dr. Marc Kuhn or our project managers Prof. Dr. Benjamin Österle, Maximilian Schwing, Julia Lepthin and Kerstin Kron will be happy to answer your questions.

kuhn  
[@steinbeis-ism.de](mailto:kuhn@steinbeis-ism.de)

oesterle  
[@steinbeis-ism.de](mailto:oesterle@steinbeis-ism.de)

schwing  
[@steinbeis-ism.de](mailto:schwing@steinbeis-ism.de)

lepthin  
[@steinbeis-ism.de](mailto:lepthin@steinbeis-ism.de)

kron  
[@steinbeis-ism.de](mailto:kron@steinbeis-ism.de)