

From regional sales potentials to a new sales structure

Initial situation

V-ZUG – a leading manufacturer of household appliances – was faced with the task of optimizing its sales territories and dealer networks for kitchen appliances. The focus was on the following key questions:

- Where is the sales potential for V-ZUG kitchen appliances?
- Is this potential being fully exploited?
- Are the top-selling dealers regularly visited by sales representatives, and are there other potential retail partners?

- Are the sales territories optimally structured and what are their strengths and weaknesses?

Approach

Existing sales territories with the residences of the sales representatives, a dealer list with sales figures from the last two years, and visit data were available for the analysis. Various geomarketing solutions were used to answer the above-mentioned questions.

Geomarketing solutions:



March:
Kick-off &
Geo+SalesTerritories

May:
Geo+SalesValues &
Geo+SalesTerritories

July:
Geo+DistributionPartners
& Geo+SalesTerritories



“Thanks to our close collaboration with NIQ-GfK, we now understand the market conditions and can identify existing potential. This gives us the opportunity to focus our activities even more specifically and provide our partners with more support.”

Patric Schleicher, Business Development Director

- **Geo+SalesValues** was used to determine the sales potential of various V-ZUG product categories.
- **Geo+DistributionPartners** evaluated existing V-ZUG dealers and potential new dealers based on various sociodemographic variables in the catchment area that represent V-ZUG's target audience.
- **Geo+SalesTerritories** enabled a detailed analysis of the current sales territories.

Result

With the help of NIQ-GfK's geomarketing solutions, market potential was precisely mapped at the level of two-digit postcodes. V-ZUG received a list of over 1,000 dealer locations, including detailed evaluations and catchment area analyses. Additionally, various maps were developed that impressively visualize both the existing V-ZUG structures and the newly calculated potential. These insights enabled the company to specifically optimize its sales territories and effectively target the most promising dealers. This led to increased market penetration and higher sales.

About V-ZUG

V-ZUG AG is a leading manufacturer of household appliances based in Zug, Switzerland. Founded in 1913, the company has evolved from a galvanizing plant into an innovative provider of kitchen and laundry appliances. V-ZUG is known for its high-quality, durable products, which are manufactured using responsible and climate-neutral production processes.

About NIQ-GfK

For 90 years, clients around the world have trusted us to provide data-driven answers to key questions for their decision-making processes. We support their growth through our comprehensive understanding of buying behavior and the dynamics that influence markets, brands, and media trends.