

Team 14

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Birta Yr Baldusdottir
Elena Bandera
Marijana Olden
Paul Guillot
Richard Gal
Sanya Saif

Country Selection

Cultural Differences

Geographical Differences

France

Austria/Germany

Finland



Methodology

- Questionnaire by Salomon - analyzed in Sphinx
- Hypotheses generated from the survey
- Tests used:
 - ANOVA
 - Regression
 - Chi square
 - Cross tables
 - Open questions were analyzed in Excel, translated or corrected when needed

Objectives

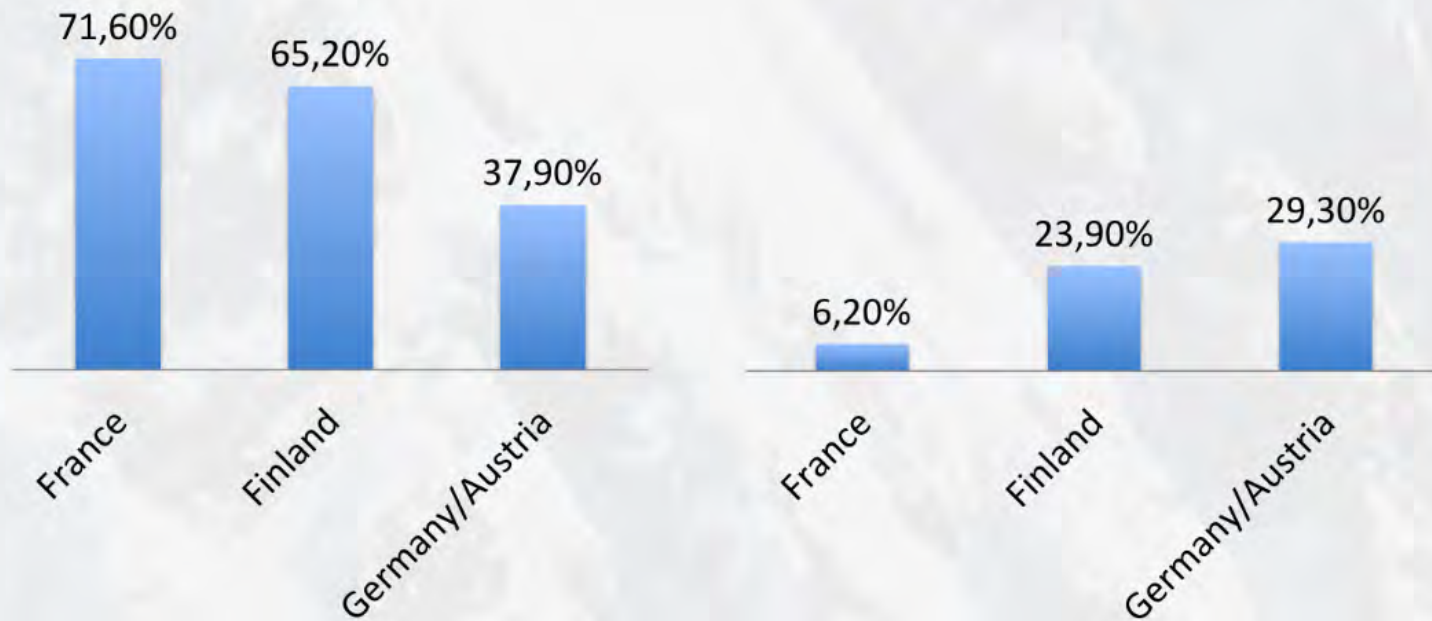
Is the Ski Touring practice different according to the country the customer is from?

Do women and men have different needs regarding Ski Touring equipment?

Are there different ways of practicing touring depending on the customer objectives? (On piste touring, off piste touring,,)

Is the equipment the customer needs different according to the practice he does?

Countries differ regarding practice type



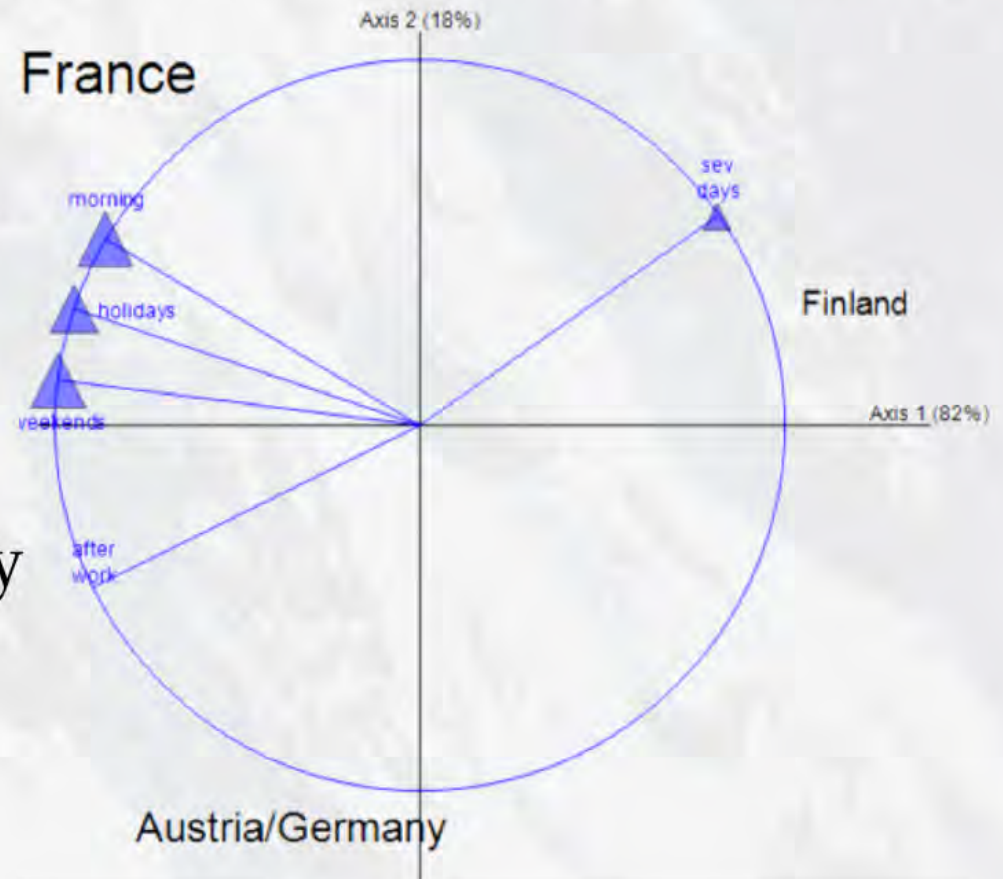
Adventure Touring

Freeride

*Other practice types do not differ

Mapping of practice time regarding to countries

- Several days is opposed to after work practice
- People in France mainly practice in the morning, on holidays and weekends
- People in Austria/Germany don't have prominent practice time
- People in Finland are mainly practicing for several days



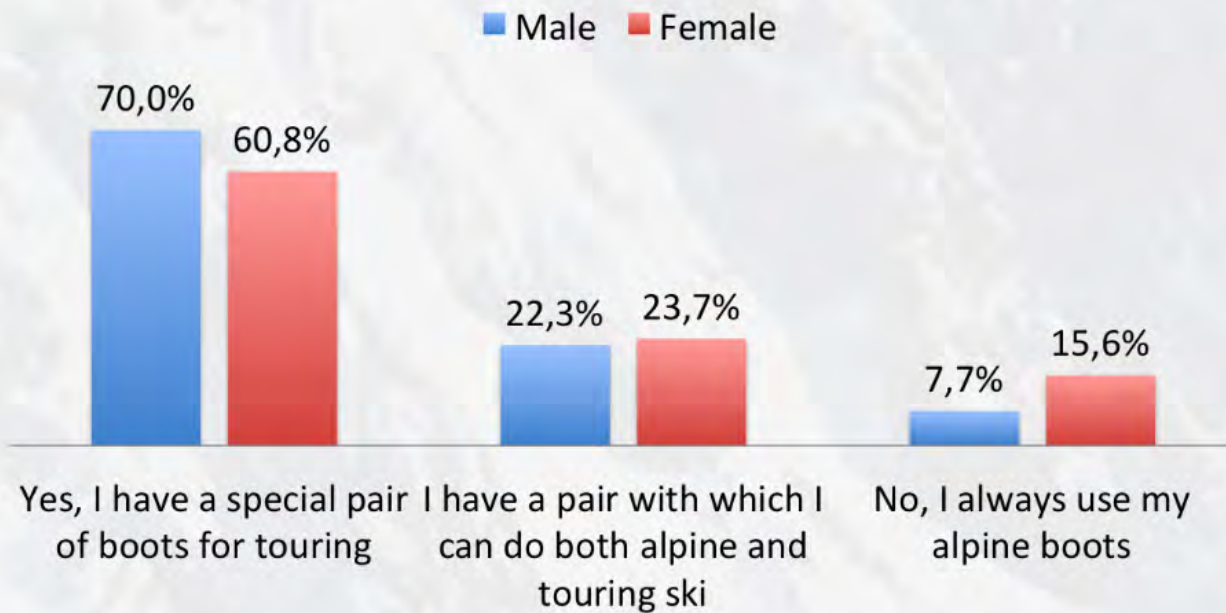
Other findings

- No differences regarding uphill and downhill practice
- Differences regarding security knowledge
 - Differences influenced by culture?

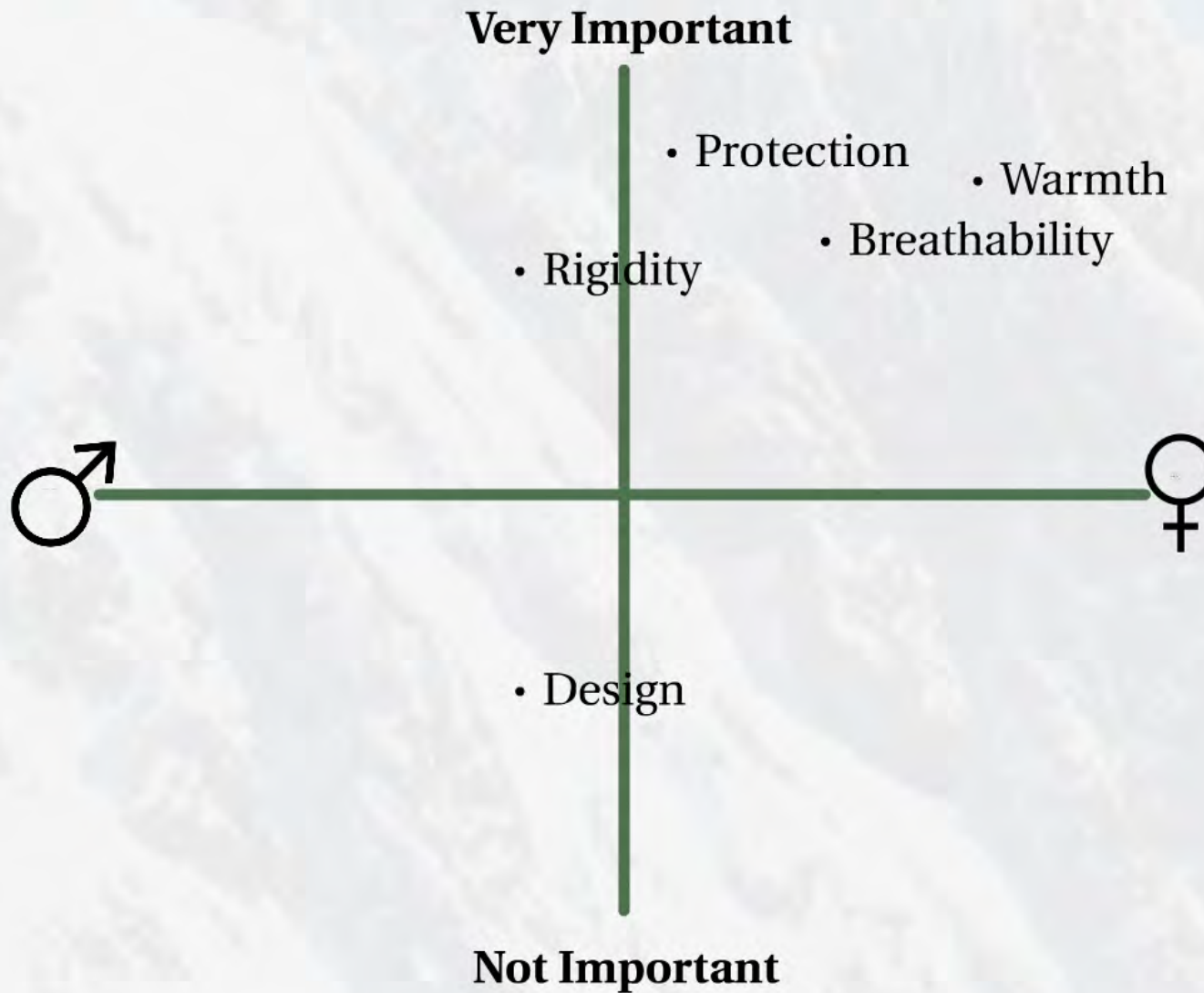


The need of special shoes differs regarding gender

Do you have a special pair of shoes for touring?



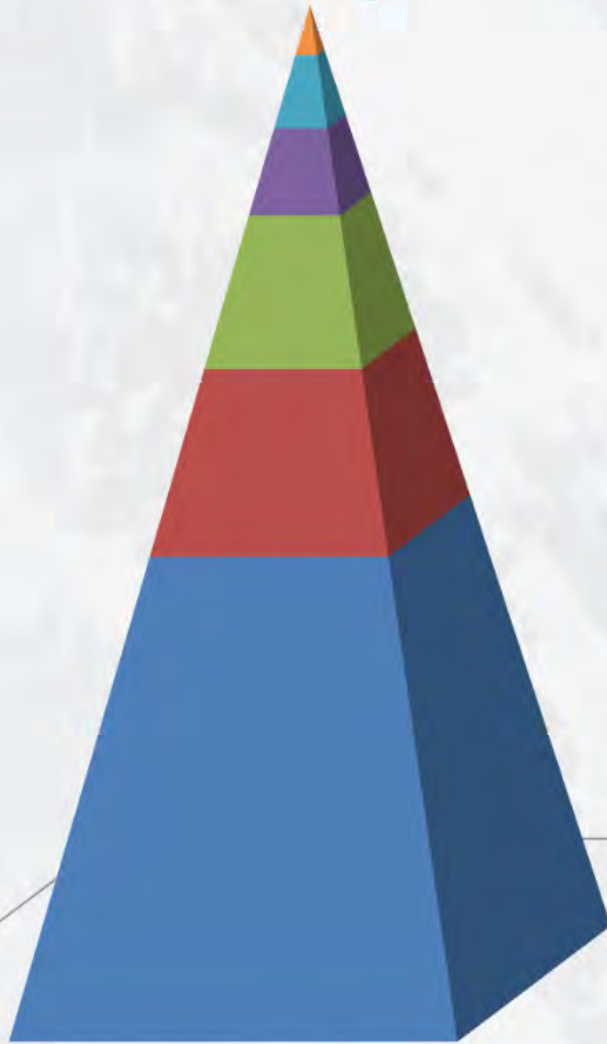
The criteria for boots differ regarding gender



Other Findings

- No relationship between gender and specific bindings
- No significance between the most important criteria of bindings and gender, except that women prefer safety
 - The most popular brands are Scarpa and Dynafit men comparatively buy more Scarpa
 - Women prefer Salomon in the sample countries

Type of Tourers



4.8% Alpine progressive 2

7.1% On piste touring

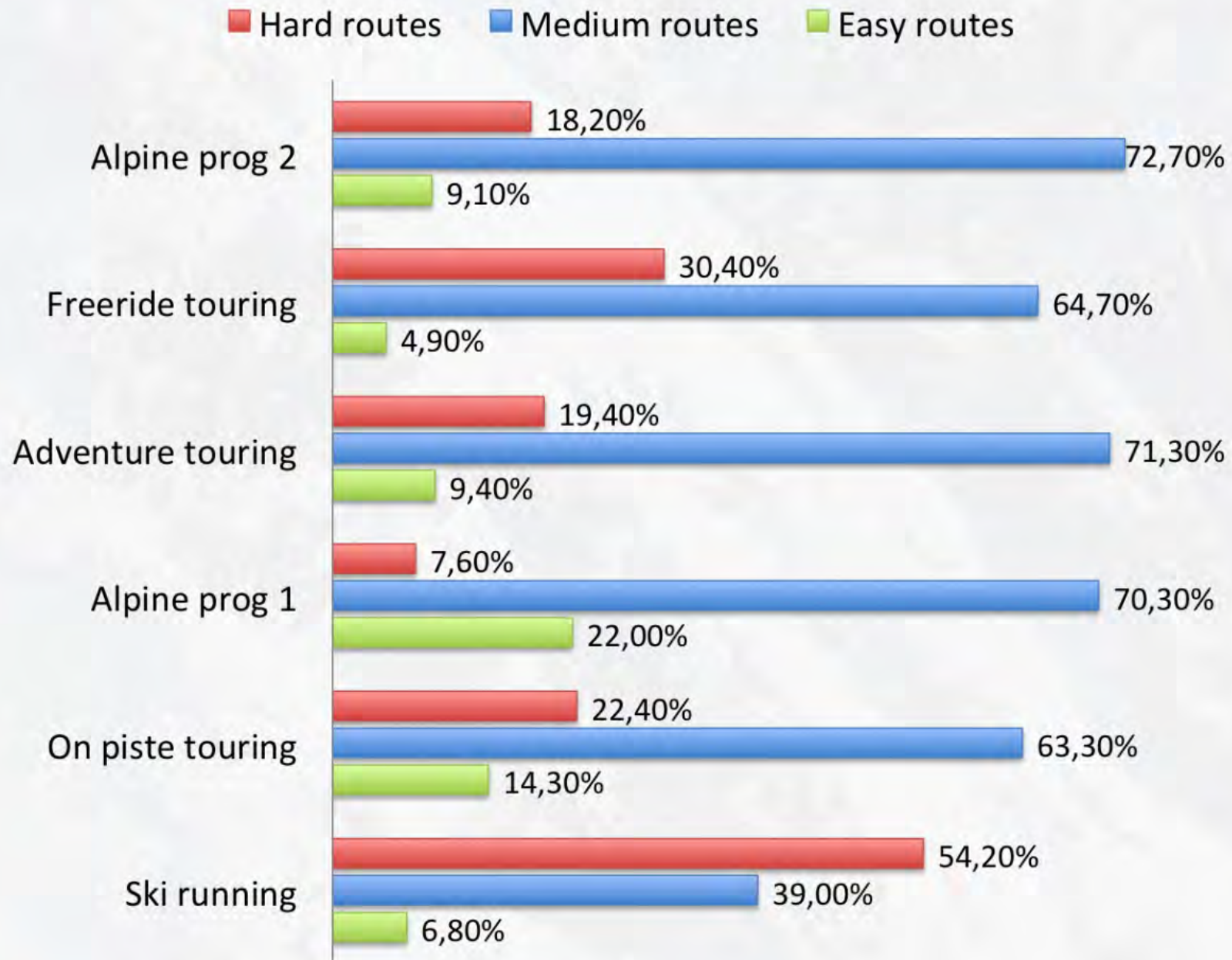
8.4% Ski running

14.8% Freeride touring

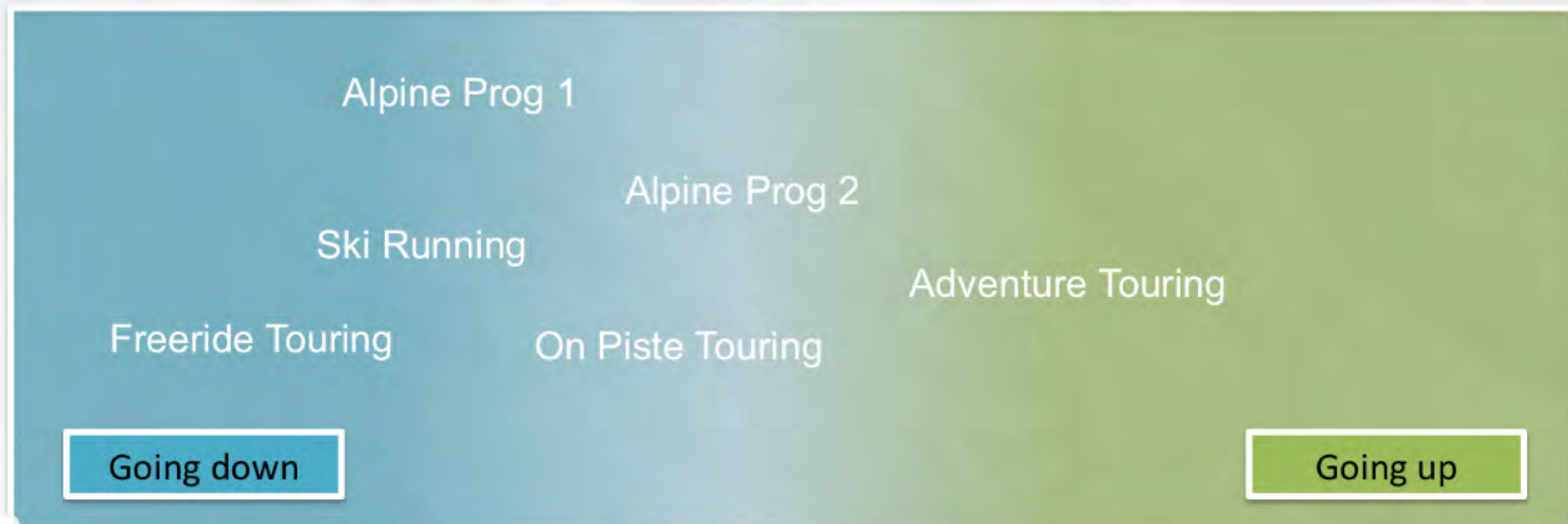
18.1% Alpine progressive 1

46.8% Adventure touring

Preferred routes by types of Ski Tourers



Practice ground changes regarding the type of tourer



Relationship between preference of special boots/bindings and the type of tourer

BINDINGS

No preference

No preference

Use special binding for touring

Use the same binding for alpine and touring

Tourer

Racer

Fitness

Leisure

No preference

Always use alpine boots

Use special boots or the same for alpine and touring

Use alpine boots or the same for alpine and touring

BOOTS

Customer equipment needs change with practice habits

Warmth

- + less practice days
- + people that do not master techniques
- + practice for leisure
- free ride tourers
- people that master techniques

Robustness

- + leisure

Lightness

- + more practice days
- + racer
- + taking hard routes
- + more uphill practice
- free ride tourers

BOOTS

Comfort

- + all touring types

Walkability

- + ski runners
- + alpine progressive 2

Control of trajectories

- + free riders
- + more downhill practice

On-snow performance

- + taking hard routes
- + more practice days (51 + days)

Safety

- + less practice days (5-10 days)
- more practice days (21 + days)

“+”: more important when...

“-”: less important when...

BINDINGS

Lightness

- + more practice days (21+ days)
- + taking hard routes
- less practice days (5-10 days)

Price

- + people that do not master techniques

Other findings

Specific equipment regarding routes

- Hard routes: people use specific boots and bindings
- Easy routes:
 - Bindings: people are split between using specific bindings and using the same for alpine and touring
 - Boots: people rather use their alpine boots also for touring

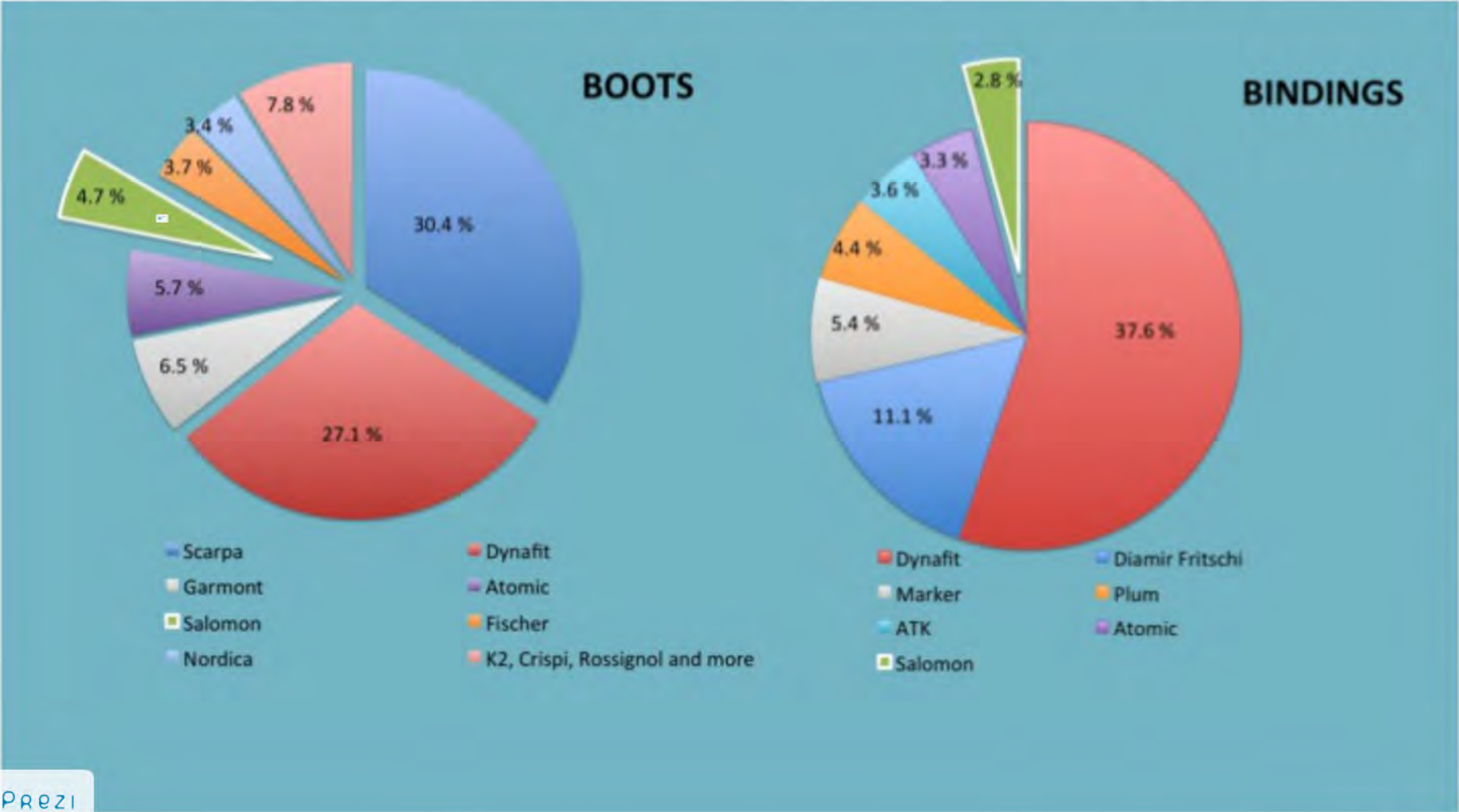
The more you practice, the more you change your equipment.

On piste, off piste practise

- The more people go off piste, the better their equipment needs to be

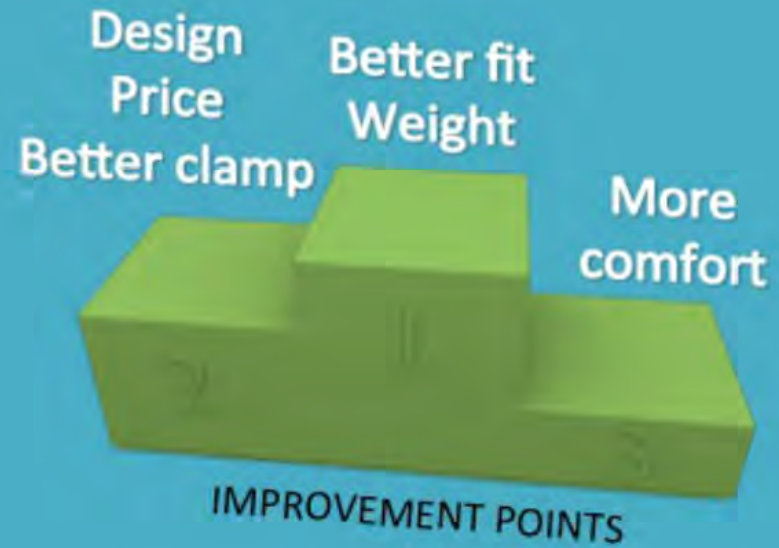


Market share regarding boots and bindings

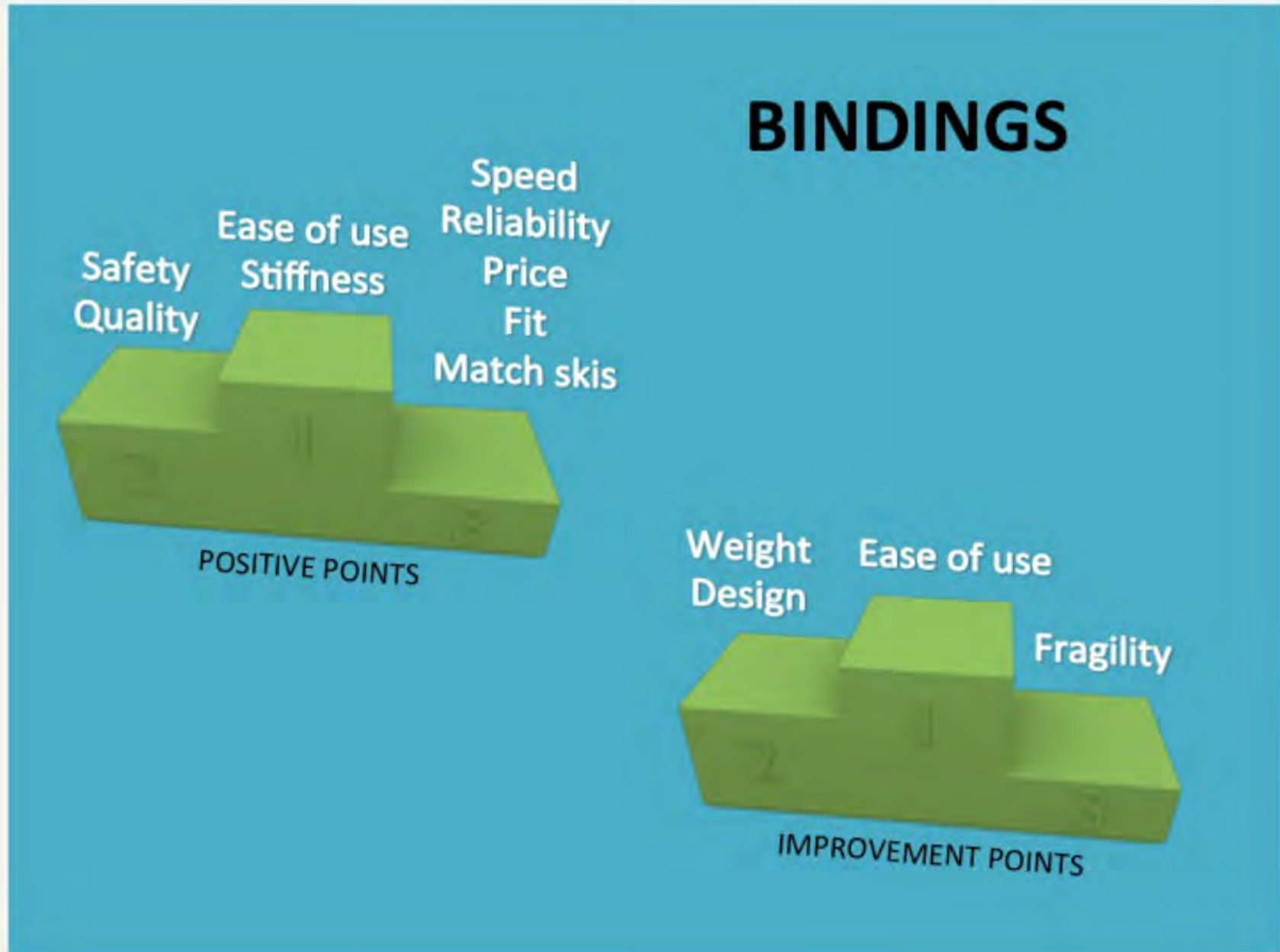


Factors of boots regarding Salomon

BOOTS

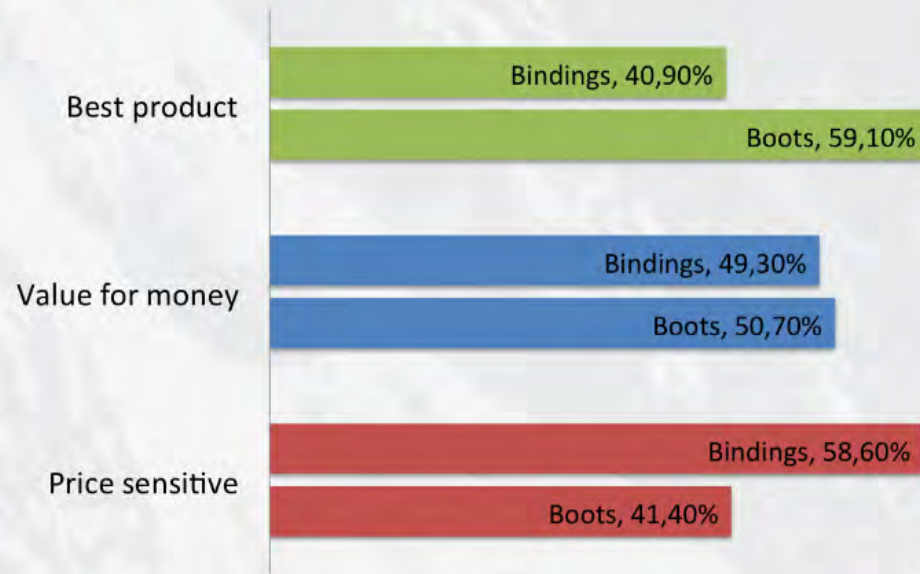
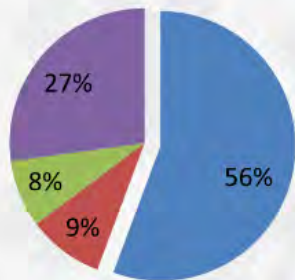


Factors of Bindings regarding Salomon

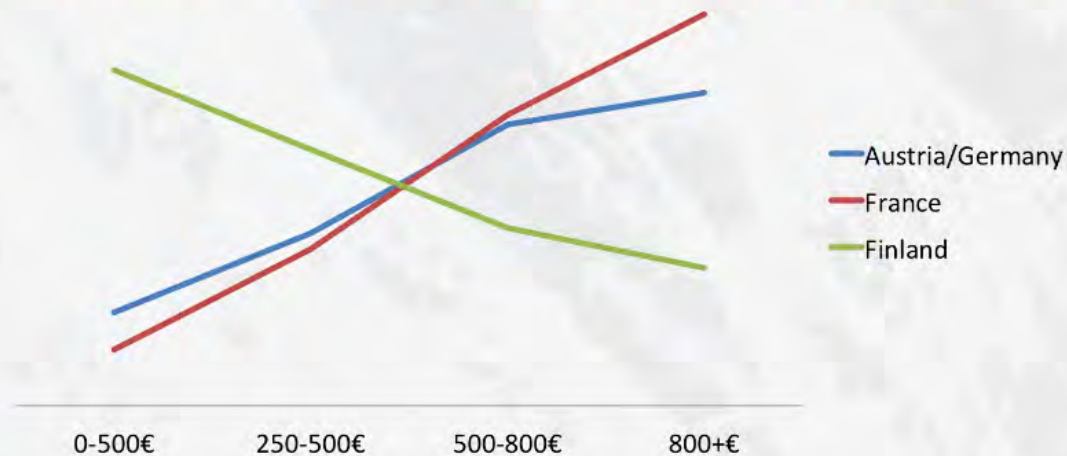


Customer attitude towards pricing and value of equipment

Value for Money Price sensitive
Best product No response



Annual budget regarding countries



Other findings

- Renting equipment

- Austria/Germany are the only countries that could be interested in renting equipment

- Buying place

- Finnish people mostly buy on the internet (internet exclusivity) and are not interested in going to large chain stores at all.
- France is highly interested in purchasing in outdoor brand and specialist stores
- Austria and Germany people prefer to buy their equipment in large chain sports stores

- Buying decisions

- All countries give more importance to these factors:
 - Staff's advice, fit of the equipment and price
- France seems to be the only country giving importance to the product display inside the store

Customers' criteria for ideal boots



*data analyzed regarding rating of the three most important criteria of the customer

Challenges

Translation/interpretation of responses to open questions

Working backwards from questionnaire -> data analysis

Limitations

Questions not working (No.3)

Poorly formulated questions (No.10-14)

Limited response to open questions

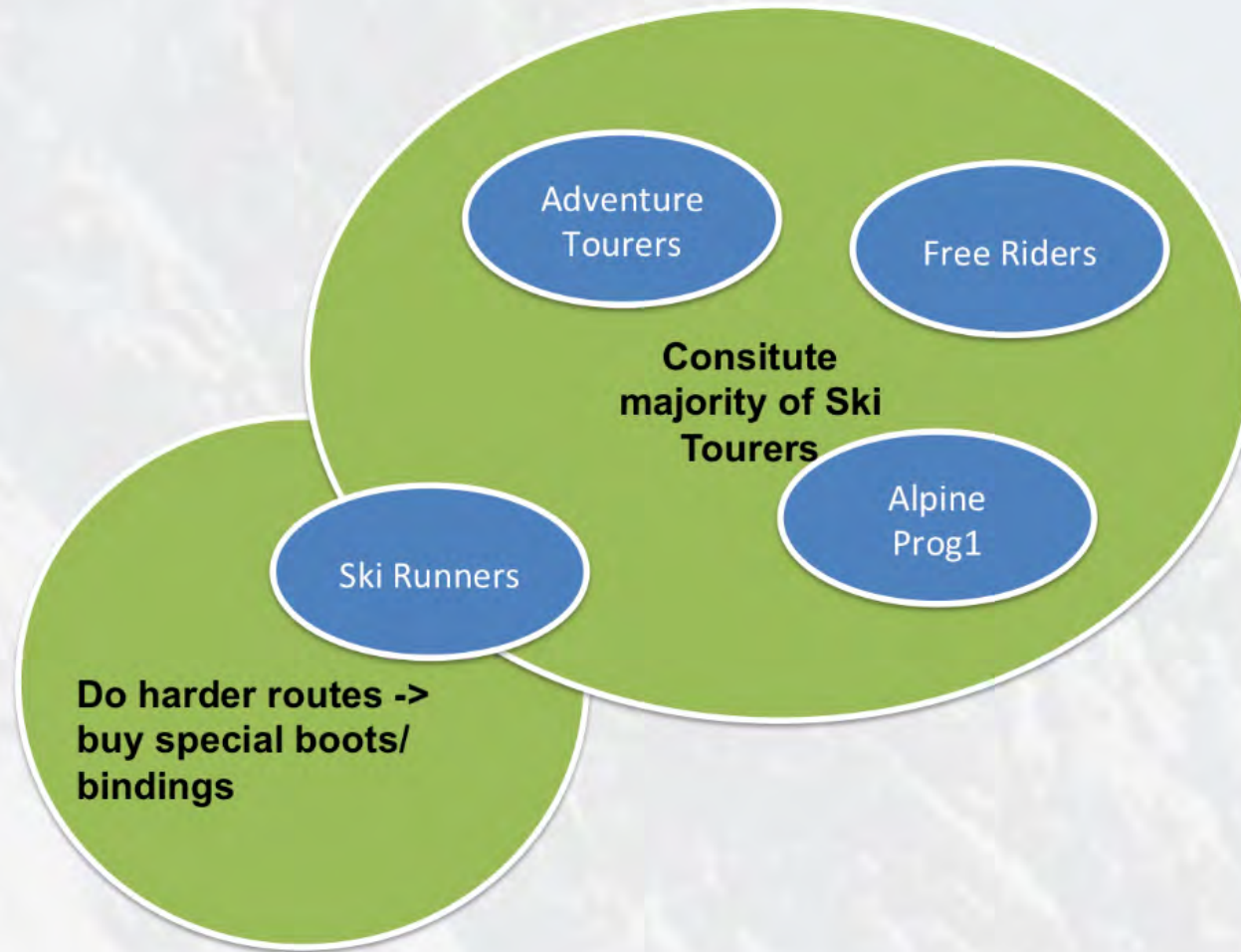
Recommendations

Target groups

Market entry strategies

Product improvement

Target groups



Recommendations

Product improvement

Main improvement points for Boots:

- Lighter weight
- Better fit
- Improved design (mixed findings)
- Cheaper price
- Better Clamp
- More comfortable

Main improvement points for Bindings:

- Improved ease of use
- Lighter weight
- Improved design (mixed findings)
- Improved fragility (more rigid)



- More price specific
- Do not rent equipment
- Buying online
- Staff advice

Through online stores mainly with special recommendations and advice online. Products should be priced as low as possible, maintaining good quality.

Marketing strategies



Characteristics

- Large chains
- Staff advice

Market entry

Through large retail sports stores with specialist staff. Prices need to be decided carefully according to the type of product.



- Spends the most
- Specialist stores
- Staff advice
- Display matters

Through special stores with an aesthetic display and specialist staff. Prices can be kept high consequently.