

Strategic corporate management

Clearly defined strategic orientation – rigorously implemented – is essential for market leadership



Price and margin pressures, plus an offensive displacement process are typical for the marketing of consumer systems in Switzerland. These challenges could only be mastered with a clearly focused, customer oriented strategy with efficient structures and processes.

The Client

- John Lay Electronics AG, Littau/Lucerne, Switzerland; general importer of Panasonic and Technics brand consumer and professional systems
- Marketing of consumer systems in the sectors of audio/video, household, telecom and data products via the retail trade, chain stores and department stores.
- Total solutions provider for business solutions in the segments of security, telecoms, professional audio/visual and multimedia.
- Turnover: approx. CHF 250 million
- Number of employees: approx. 180

The Objective

- Achieve the no.1 position in the Swiss consumer electronics market with the Panasonic brand
- Achieve a leading position in the Swiss market as general contractors for solutions and systems in specifically defined areas of application, thereby creating a second business pillar
- Remain autonomous as a business enterprise

The Solution

- Generate a corporate strategy and mid-term plan with a rolling annual review
- Focused orientation of the management and organisational structure towards the strategy
- Management by objectives: systematically deriving operational objectives from the strategy at all management levels

The Client Benefit

- Consumer Systems: market position and market share of the Panasonic brand were expanded in strategically relevant segments and a leading market positioning achieved.
- Business Solutions: the organisation was massively strengthened and, by fulfilling various prestigious key projects, the breakthrough into this new business segment was achieved.
- Profitability of the company was sustainably improved.