

Verfahren Zur Ermittlung Des Kundennutzens - Julia Kemper

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Auf Grund der Dynamik der Umsysteme, dem verstärkten Konkurrenzdruck, und den immer kürzer werdenden Innovationszyklen nimmt die Bedeutung der Produktgestaltung kontinuierlich zu. Die Anbieter von Produkten und Dienstleistungen sind gezwungen ihre Leistungspakete ständig in Frage zu stellen und frühzeitig ältere Produkte durch Innovationen zu ersetzen. Um innovative Produkte auf den Markt zu bringen und die damit verbundenen Entwicklungskosten so gering wie möglich zu halten, ist es notwendig, frühzeitig die Kundenpräferenzen zu erkennen. Um das Ziel der optimalen Produktgestaltung erreichen zu können, müssen die Anbieter Kenntnisse über die Höhe der Bedeutungsgewichte, die die Konsumenten den einzelnen Produkteigenschaften beimessen, erlangen. Aber die Frage Was darf ein Produkt kosten erfolgt die Ausrichtung der Zielvorgabe an den Bedürfnissen und Wünschen der Konsumenten unter Berücksichtigung von Konkurrenzinformationen. Die Informationen über die Bedürfnisse und Wünsche der Konsumenten erlangen die Anbieter mittels Conjoint-Analyse. Gelingt es den Anbietern, die Nutzen- und Präferenzstruktur der Konsumenten zu messen, so ergibt sich eine völlig neue Optimierung von Produkt-Markt-Strategien. Ziel diese Hausarbeit ist es, die Notwendigkeit der Conjoint-Analyse und deren Vorgehensweise herauszuarbeiten. Zunächst wird der Stellenwert der Conjoint-Analyse innerhalb des Target Costings erläutert. Im weiteren Verlauf wird auf die Durchführung der Conjoint-Analyse eingegangen, und abschließend werden die Stärken und Schwächen dieses Verfahren aufgezeigt. Author: Kemper, Julia Publisher: GRIN Verlag Illustration: N Language: GER Title: Verfahren zur Ermittlung des Kundennutzens Pages: 00030 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640744770 Category: Business & Economics : Management - General

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