
Summary

To be as a company successful in the long term it is important to offer customers specified product solutions that satisfying their needs. Since certain markets are in a state of constant change, it is necessary for a company, to observe the customers and their needs countinously. If the costumer needs change it is important that the company offers new customer-adapted productsolutions in the future. Because of this correlation, it is important for a company to deal with product innovations.

The innovation process of a product begins with the finding of an idea and ends with the market introduction of the product. Within these two phases, the process is determined in different steps. A very important part of this process is the marketing phase. The marketing tasks are extensive and effecting the overall picture of the final product mainly. The important aspects of marketing are e.g. to define the positioning strategy, to work out the differentiation or the overall plan.

This diploma thesis was created in collaboration with a worldwide-represented construction industry supllier that plans to intruduce a product innovation in the medium term. For this introduction, the project specified marketing plan is needed. One of the major tasks of this thesis was to create the marketing plan, which includes the market analysis, the positioning strategy and the use of the marketing mix instruments.