Case Study – Market Research On Smart Packaging Solutions For Customer **Tracking To Beverage Company**

Value Delivered – Client was able to use the analysis to compare the available printing solutions and went ahead with the discussions on procuring the solution among recommended companies.

Problem to be solved – Client a beverage company in Europe was looking for smart packaging solution with less operational cost, low interaction time and more robustness as compared to what is already being used by them.

Solutions offered – GreyB evaluated different techniques for customer tracking and narrowed down to the ones that satisfied client's criteria for replacing the existing one.

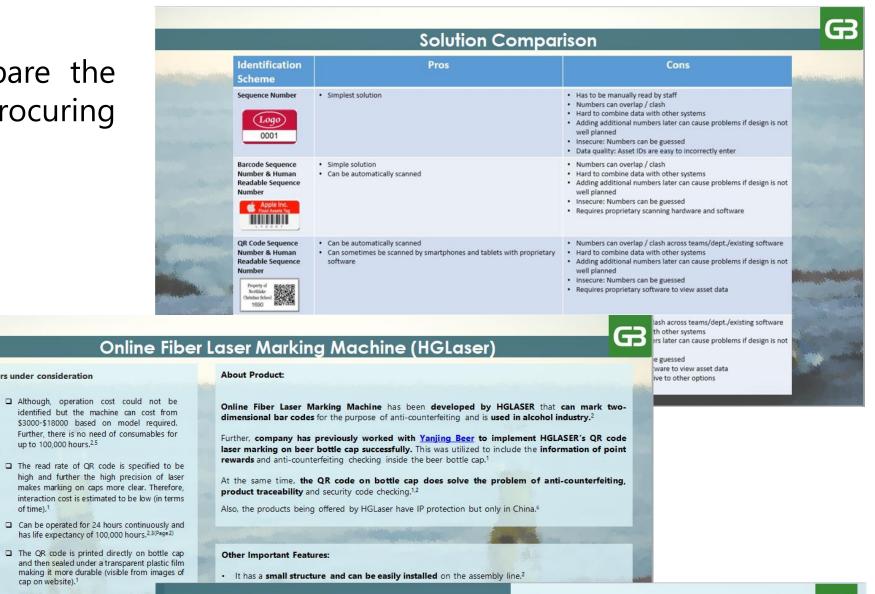
Thereafter, GreyB evaluated the companies providing solutions for customer tracing and did SWOT analysis on the solutions to help client pick the best solution among the identified ones.

Since, all the companies didn't list every piece of information, GreyB explored customer reviews on the solutions and in certain cases even contacted the companies to gather the missing pieces of information.

This proactive approach towards locating remaining information added 6 more companies to the list which otherwise could have been left out.

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STRENGTHS

Parameters under consideratio

up to 100,000 hours.2.5

meters/minute.²

QR code is printed inside the bottle ca

It uses unique code for each bottle

code cannot be duplicated therefo

ensuring proof of purchase.1

- ted average power and produces extremely small focal diar n OR codes on small surfaces such as bottle car

WE	AKN	IESS	ES



- It requires a specific working condition i.e. temperature range of 0-35 degree Celsius and humidity of less than 90%, 1(Page 7)
- It has high initial cost as compared to Ink jet printers.1(Page 3) [Although initial cost is high, the operating cost will be lower as compared to inkiet marking machines]

SWOT Matrix

OPPORTUNIT

- earlier worked with a beer company to provide them under the cap QR cod r tracking and setting up lovalty program
- The company offers multiple products in this solution range; FlyingF 10F, 20F, 30F and 50 each one catering to different marking area regur

THREAT

· HGLaser does not have its own service centers in Europe. It operates in European region through its agents and thus it can be difficult to avail maintenance and support services