Team 5 - Executive Summary

This report provides an overview of a strategy used to help Schneider Electric (SE) develop an effective marketing strategy to expand into digital services in Canada. Moreover, the project provides the added value of comparing Schneider Electric's performance with their competitors through competitor analysis and the creation of competitor ID Cards. Upon establishing our team (team ELITE) as part of the APS1013 course at the University of Toronto, initial discussions were held with Schneider Electric towards understanding the structure of the organization, as well as comprehending their existing challenges relating to their previous digital service marketing efforts. Namely, Schneider Electric wanted to better market their EcoStruxure Platform, with the goal of positioning it within the digital services market and simply yet convincingly conveying the value of the platform to customers. Hence, brainstorming sessions were conducted within our team and with SE, and a methodological framework was proposed for conducting market research and competitor analysis. The results from the market survey indicated that the most common issues faced amongst potential customers were Covid-19 restrictions and talent acquisition. Furthermore, the competitor analysis indicated that there is a market gap in terms of coverage and reliability, and thus an opportunity for Schneider Electric to position its digital services within that gap, leveraging its expertise in providing sustainable and efficient solutions. This report outlines the market research and competitor analysis findings and presents recommendations and actions that Schneider Electric can follow to further develop their existing EcoStruxure platform marketing strategies going forward.