

Company analysis and development of corporate strategy

Slux an innovative Swiss startup

Since 2015, Slux has been developing, engineering and deploying light communication solutions. Slux is working on many different ways of connecting devices without wires and radio waves, by only using multiple light sources like led, light bulbs, neon tubes and plasma.

The first radio of light

The Photonic Explorer enters a new dimension on receiving and listening to light, more precisely to the photons. With the Photonic Explorer it can be listened to the flow of photon effect, atmospheric wind signal that is contained in the light, or the quality of different light sources can be checked.



Fig 1: Photonic Explorer

Disinfection with light

The UV-C Cleaning Ray is useful for disinfecting surfaces and rooms through a 360 degrees treatment with UV-C light. Safe and efficient operation is guaranteed by the technology used.

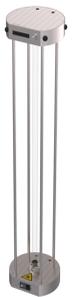


Fig 2: UV-C Cleaning Ray

Methods for achieving goals



Familiarization with the company, products and provided documents.



Analysis of the documents and data provided. Determination of the correctness and completeness of the provided data.



Data processing based on ideal methods with the focus on customer benefits. Presentation and documentation of the analysis results.



Creation of the ideal concept based on the analysis made and the requirements of the client. Development of the future strategy.



Review of the achievement of objectives, handover of the deliverables and project completion through the final presentation.

Objectives achieved

Analysis, assessment and documentation of the current overall situation was performed

Creation and evaluation of different variants for future development was made

Outlook and recommendation for the strategy is given

Company analysis

The **ABC analysis** provided the client with a clear listing and breakdown of the product costs. Based on this, reductions could already be made in the most relevant areas.

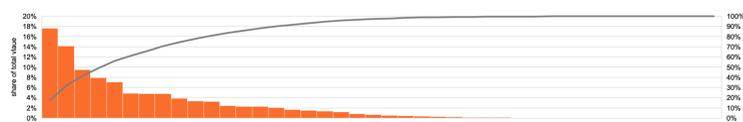


Fig 3: Graphical ABC analysis

By calculating the **Swissness** of the products, it could be officially confirmed that both products exceeded the required proportion for Swiss products.

Position	Product-related unit costs		Value share Switzerland	
	CHF	Credit (CHF)	Share-CH (%)	
Direct material costs	92.20	27.30	29.6%	
Total material overheads	8.10	8.10	100.00%	
Total material costs	100.30	35.40	35.3%	
Total production wages	115.30	115.30	100.00%	
Total production overheads	4.30	4.30	100.00%	
Production costs without R&D	219.90	155.00	70.5%	
Total direct R&D project costs	53.40	53.40	100.00%	
Total R&D overheads	6.60	6.60	100.00%	
Total production costs with R&D	279.90	215.00	76.81%	

Fig 4: Swissness calculation

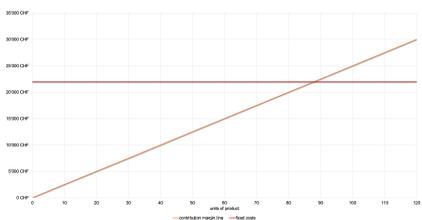


Fig 5: Break-even calculation

The **break-even analysis** provided Slux an overview of the sales, costs, profits and losses of their products. This offers additional value from the planning and target setting point of view.

As this project is confidential, the figures presented on the poster are fictional.

Strategy development

The strategy development aligned to the four areas: product portfolio, marketing, customers and company. In addition, possible future scenarios for Slux were developed.

Definition and documentation of the **best procedure** for the development of the product portfolio and marketing for Slux.

Elaboration of variants for the development of the **future product portfolio** and **possible marketing strategies**.

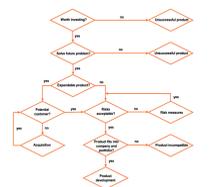


Fig 6: Product decision process

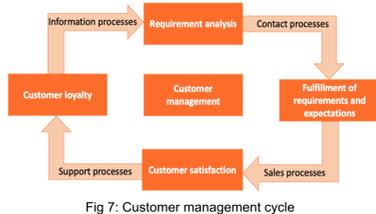


Fig 7: Customer management cycle

Development of variants for a future **customer and company management strategy**.

Identification of **future scenarios**, for the strategic planning for Slux

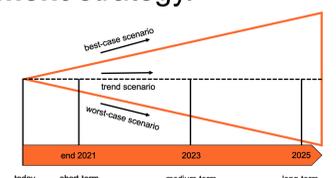


Fig 8: Funnel for characterization of scenarios

In order not to jeopardize the successful development of Slux, the developed future strategy is not shown in detail.

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