Kunskap om Kunden
- En fallstudie i koncentrerad marknadsföring i ett fastighetsbolag -

Knowing the customer
- A casestudy on concentrated marketing in a real estate company -

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Abstract
The aim of this thesis is to highlight how a real estate company should use concentrated relationship marketing in order to achieve a greater knowledge, and better understanding of customer needs in the field of commercial letting. The study consists is a case study carried out in cooperation with Vasakronan.

Market planning in practice
By breaking down the market plan the following components have been identified:
• Goals for each building containing vacant space
• Customer segmentation
• Which buildings could interest the specific segment
• How to position the different buildings
• Marketing
• Information planning (mass media)
• Marketing planning

Customer survey
The customer survey was done in order to get an understanding of what premises preferences, buying behavior, and knowledge of real estate companies that advertising agencies in Malmö have. Even though the number of interviewed agencies was low (total of 23) there were some interesting trends, though not statistically significant, due to the small sample. The main reasons for choosing a premises is its location, representative, and the layout of the space. The tenant for the space hired by advertising agencies in Malmö is rather high. This is due to the fact that a majority of the agencies hire space in attractive downtown locations. Most of the respondents had a tenant of more than 800 SEK/m².

The interaction between the customer and the lessor is, according to the survey very, bad. The customers say that they "seldom" hear from the lessor.

Advertising agencies are to be considered as faithful customers since they seldom move. The majority has stayed for more than two years. This suggests that the companies are on the verge of re-negotiate or end the current contract. Though only a few said that they were planning on moving within the next two years.

The rental behavior showed that the companies take more than four months to decide which premises they are to choose. This because the advertising agencies are growing at a low pace.

It was found that not Vasakronan nor any other real estate company had a leading position on the premises market. The advertising agencies had a poor knowledge about Vasakronan and its services. The customer does not recognize Vasakronan as the natural choice when it comes to premises.

In order to improve the awareness the Marketing plan will be a useful guide to hold on to in the though competition for the customers trust.