

What do we offer?

With the help of advanced simulation tools the CirBES team is able to estimate to what extent introductions of circular business models may be accepted or rejected.

What is in it for you?

- You get a quantitative reference point to what extent the introduction of a new product or business model may affect the market and your demand streams.
- You get an indication for the market potential and/or risks of introducing circular business approaches - in just a few days.
- You can identify appropriate marketing and pricing strategies to obtain best fit demand behavior before carrying out more extensive market or pilot studies.

Our approach

Step 1: Data collection & preparation

You as a client decide on the relevant market and product launch scenarios and also provide required market data. We convert your data into our required format. Depending on how detailed your data is we may need to collect additional data.

Step 2: Scenario analysis

With our advanced simulation tools we create different market scenarios of your interest and quantify market share, diffusion and communication events between customers over time.

Step 3: Presentation of results

We present the results of the simulation in an appropriate form and discuss implications to propose feasible next steps towards empirical market studies, risk mitigation or pilot projects.

Information

Feel free to contact us if you need further details. We provide individual offers.

Contact

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Case example

Initial situation

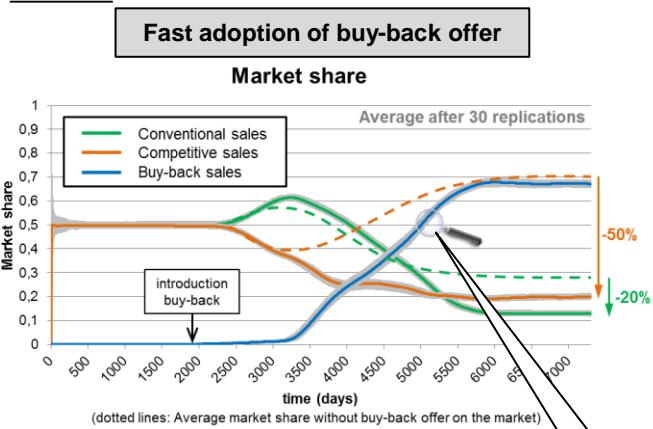
- A washing machine manufacturer has decided to enter a competitive market with a circular business approach
- In addition to the existing conventional sales offer a buy-back offer is supposed to be launched
- Identification of possible customer reactions and effects on demand needed

Objective

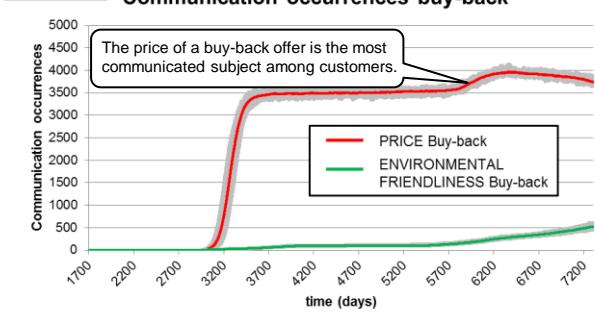
Simulation of a buy-back product launch to get an indication about customer acceptance and marketing strategy, particularly when it comes to

- *Pricing* of a buy-back offer
- *Environmental benefits* of returning the washing machine after use for remanufacturing

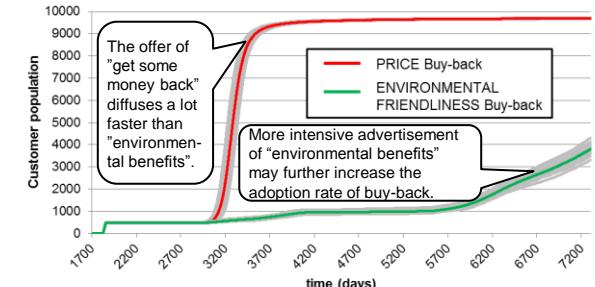
Result 1



Result 2 Communication occurrences buy-back



Attribute diffusion buy-back



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