

Independent Management Consultancies Network IMCN

 European

 Professional

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<i>Name of the firm</i>	Input Consulting AG
<i>Full address (incl. phone, email)</i>	Zeughausgasse 14 3011 Bern Switzerland +41 31 909 20 10 +41 79 215 58 78 info@input.swiss www.input-consulting.ch
<i>Established</i>	1971
<i>Responsible person for network</i>	 Jürg Habermayr
<i>Name of managing partner(s), Executive Director(s):</i>	Jürg Habermayr, Lars Längauer
<i>Name of senior consultants</i>	Dr. Mischa Crumbach, Felix Sebastian Zander
<i>Total number of consultants</i>	5
<i>Number of associate management consultants (at least one entire assignment together)</i>	2

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<i>Specialisations: (FEACO classification/ main field of activity)</i>	<p>Corporate Strategy and organizational development Financial and administrative systems Marketing and corporate communications</p>
<i>Type of clients/branches (Industry areas)</i>	<p>Retail, wholesale Public administration Non-profit organisations Insurance SME of various industries, often owner-/family operated</p>
<i>Consulting products or service packages (self-developed)</i>	<p>Trend Assessment and Trend Report Check-Up for Strategy, Growth, Innovation, and Pricing Client Satisfaction Measurement System Internal control system (ICS) & risk management Tool Swiss Pension Fund Benchmarking</p>
<i>Language ability in the firm</i>	<p>German French English</p>
<i>Professional membership and cooperations</i>	<p>Consultingsearcher by Cardea www.cardea.ch Consulting Cluster Bern https://www.consultingcluster.ch/ gfm Schweizerische Gesellschaft für Marketing https://gfm.ch/ Swisscleantech https://www.swisscleantech.ch/ Swiss Venture Club SVC https://svc.swiss/de Independant Management Consultancies Network IMCN</p> <p>Adesso www.adesso.ch Synpulse www.synpulse.com Ramus & Company www.ramuscompany.com Trade Marketing Intelligence AG www.tm-i.ch Dreamlab Technologies www.dreamlab.net Unic www.unic.com Netrics www.netrics.ch Radical Business Solutions SFOUR Consulting www.sfour-consulting.com</p>
<i>Mission statement / consulting philosophy</i>	<p>Our credo: We strive for progress and are convinced that sustainable success can only come from constant agility and continuous transformation.</p>

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Credentials (short description of some typical assignments)

- Type of client/branch (industry area)
- Field of activity
- Assignment summary and results

SUCCESSFUL EXPANSION TOWARDS IMPROVED PRODUCT AND MARKET

Input Consulting was engaged to work for a branch of Swiss company centred in the retail supermarket industry. The client had self-identified stagnating and ambiguous current and prospective sales markets and needed instruction on where possible expansion options were. After meticulous brainstorming, Input was able to create a business plan that included not only a proposed product idea and business model, but also the detailed organizational steps needed to efficiently implement the plan. Included were projected financial flows and a thorough risk analysis. The company successfully implemented the proposal and has seen success in both production and sales.

ADAPTATION OF PRICE AND CONDITIONS SYSTEM FOR A GLOBAL COMPETITOR

An innovative global brand headquartered in Switzerland obtained premium price positioning but was lacking a feasible scheme with incentives for their price and conditions system. With a smaller customer group contributing to majority of company profit, they realized it would be ideal to adapt their current system to this group. Input Consulting was contracted to complete this task. After collecting and analyzing both internal and external data, Input was able to create price waterfalls including an incentive plan and expected benefit projection. A model was developed to determine the effects of the new conditions system on discount amounts and contribution margins. The company used Input Consulting's plan of action and saw positive effects in both customer behavior and condition enforcement.

TARGETING OF A NEW CONSUMER GROUP IN THE CULTURAL INDUSTRY

Input Consulting was requested to work on a marketing engagement for a Swiss company in the cultural industry. The stated company realized its dependency on international customers and the high-level of competition present in their industry; to sustain a competitive advantage they would need to target different consumer groups. Input Consulting constructed a comprehensive marketing analysis that was presented and altered into a marketing concept. Once the concept was completed, Input worked on various implementation projects- from corporate design and pricing to the recruitment of marketing staff and marketing controlling. With the completed projects, the company has a professional marketing toolkit based on solid conceptual foundations. They have found a way to compete in a highly competitive market.

Selection of important and well known clients (location)

Ricola (Laufen, CH)
 PostFinance (Bern, CH)
 Migros (Zürich, CH)
 Emmi AG (Luzern, CH)

die Mobiliar (Bern/Nyon/Zürich, CH)
 Bucherer (Luzern, CH)
 SBB (Bern, CH)
 Swiss Life (Zürich, CH)

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*Partners/senior consultants
short profile*

JÜRIG HABERMAYR (Managing Partner)

Jürg Habermayr has been with Input Consulting AG since 2014 and is highly specialized in the finance/insurance, public administration, and tourism industries. Prior to joining Input, Jürg Habermayr was a consultant in Value Based Management Consulting and then in ITC Business Consulting. He has also built various start-ups throughout and following his studies. His schooling began as a chemical laboratory technician in preclinical pharmaceutical research. He then went on to study business administration and law at the University of Bern.

LARS LÄNGAUER (VRP and Managing Partner)

Lars Längauer also completed his education in business administration at the University of Bern, with additional training in strategic and operational trade management, systematic consulting, and organisational development. Prior to his leadership in Input Consulting, he held various leadership positions in the service industry, working several years with Migros Cooperative Association. Lars Längauer held the position of CEO from 2014-2017 for Input, and now continues to serve as Partner and Chairman on the Board of Directors.

FELIX SEBASTIAN ZANDER (Senior Management Consultant)

Felix Sebastian Zander spent time internationally during his studies, completing semesters abroad at the University of Florence (Italy), Syracuse University (USA), and Meiji University (Japan). He holds a bachelor's degree in tourism management and a master's degree in business administration from the University of Passau. Prior to joining Input in November 2020, Felix Sebastian Zander gained experience in revenue management and pricing for a leading Swiss airline, and additional controlling and price calculation for an international automotive supplier.

Dr. MISCH CRUMBACH (Manager)

Dr. Mischa Crumbach, currently fulfilling the role of Manager, is primarily responsible for pricing and data analysis at Input Consulting AG. With a strong educational background in engineering from RWTH-Aachen and a further successfully disputed dissertation, he is equipped with high-level problem-solving skills. From 2007 to 2010, Dr. Crumbach worked with McKinsey & Company as a consultant for the metal and raw materials industry, including collaborations on international projects. Following his three years at McKinsey & Company, he began with SMS Concast AG, a leading plant engineering company in Zurich. Initially, he was in a sales role where he oversaw sizable projects, but then became the head of corporate development and strategy before joining Input.