

For 85 years, Dijkstra Lampenfabriek BV has been a luminaire manufacturer. The products are designed in cooperation with the customer and developed and produced at Dijkstra Lampenfabriek B.V. in Haarlem. Since the last five years, the management of the company has focused on the professional market, the project market. Because of this change, some problems have occurred. The new target market is not well-known to Dijkstra Lampenfabriek B.V. During the last five years, the management of Dijkstra Lampenfabriek B.V. has increased its knowledge of the project market but there is still a lot to be gained. Questions still exist about the structure of the project market, the right target group and their needs. Dijkstra Lampenfabriek encountered situations where they were legally assigned to a project, but luminaires from other brands were installed. In general, Dijkstra Lampenfabriek B.V. is wondering whether they are focusing make the right decisions in the project market.

# How 2 position Dijkstra lampen in the project market

Dijkstra Lampenfabriek B.V. wants to support the selection of suitable luminaires for each specific architectural design of the client by using its own product portfolio or a custom-made luminaire. Dijkstra Lampenfabriek B.V. is a small company with a lot of knowledge of lighting and technique. These strengths make it possible to fulfil opportunities in the market. Needs of the target groups of the project market to increase knowledge and expertise are concerning: artificial lighting, light sources, selection of luminaires and the development of a custom-made luminaire and lighting plan. To develop a concept that is profitable and meets the needs of the target groups the following strategic issues are formulated:

1. How can we enhance the identity before informing the project market about the development of luminaires and lighting plan?
2. How can we enhance the communication of being an expert before informing the project market about custom-made luminaires and the development of a lighting plan?
3. How can we use the fact that Dijkstra Lampenfabriek B.V. is service focused to take advantage of the development of custom-made luminaire and a lighting plan?

To communicate the values of the company (to increase the image of the company), the following touch points are most potential for Dijkstra and for the target groups:

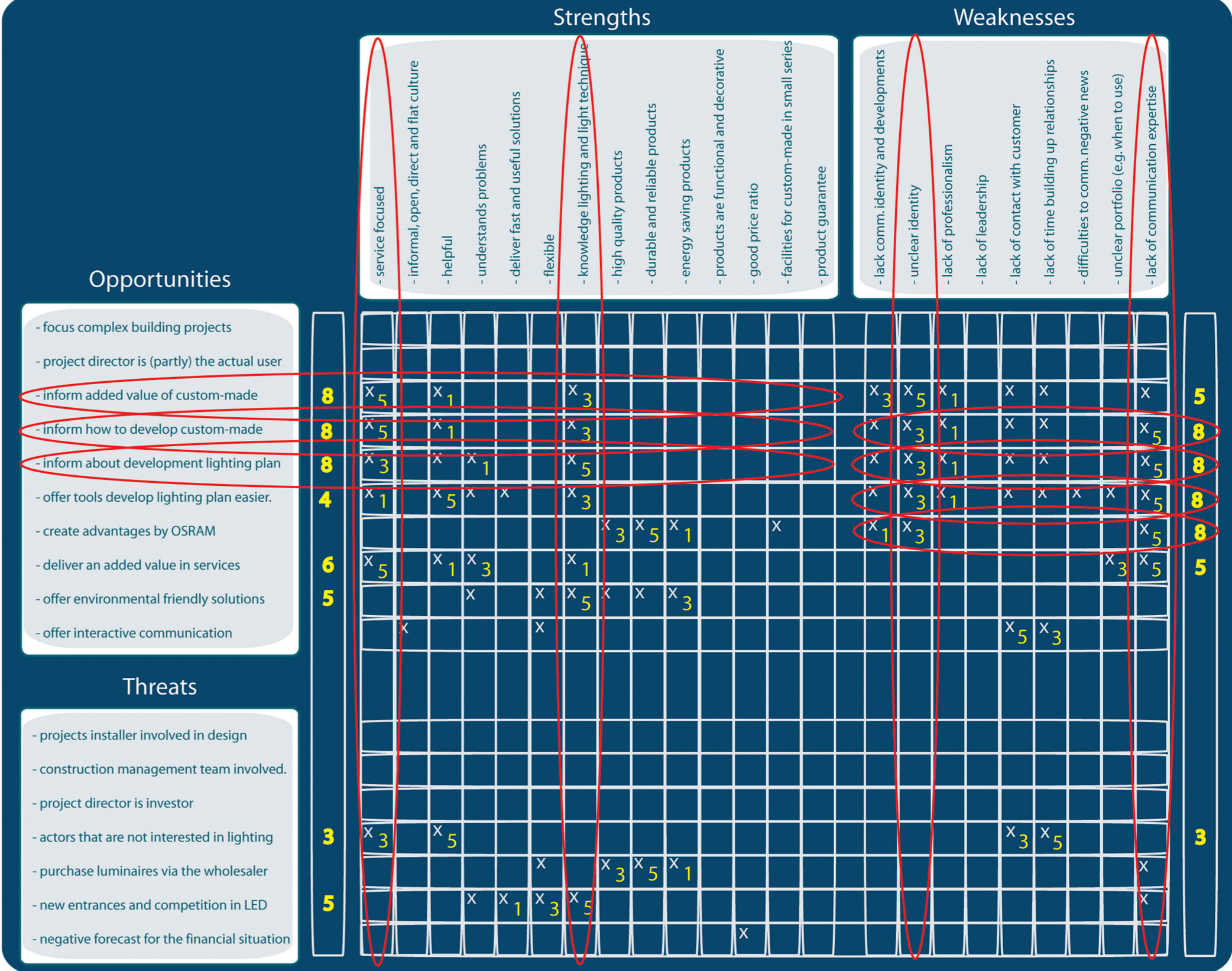
Website - Representative/advice team - Catalogue - Workshops and presentations - Newsletter - Fair - E-mail advertisements



When the identity is communicated clearly to the target groups and the right image is generated in the project market, it is time to launch the new developed concept "Lighting Development Centre" for Dijkstra Lampen (fabriek B.V.). This centre is part of the company Dijkstra Lampenfabriek B.V. where (potential) clients can increase their knowledge and skills of the development of a lighting plan. This centre will offer:

- lectures and workshops to increase knowledge and skills of the development of a lighting plan and a custom-made luminaire;
- experimental labs to explore and increase knowledge of light sources, lighting, the influence of a luminaire and the influence of materials;
- an inspiration area where literature about lighting, posters and information are presented.
- An atmospheric luminaire book that represents well considered lighting plans with tips and tricks to implement such a plan in a new project.

Thus, needs of the project market are defined more easily to implement in new products and services. This will result in more interest of clients in the company and the product portfolio of Dijkstra Lampen. Eventually more orders will be collected.



The following corporate identity is formulated:

Dijkstra is a small, flexible and professional company with much knowledge about lighting and technique. The company is customer focused and facilitates the customer during the development of a lighting plan with suitable, contemporary, durable and well-considered high quality luminaires of the collection or custom-made that suits every architectural design. Luminaires are co-designed, developed and produced in small series at one location to offer the customer the best result.

meet needs target group

show identity Dijkstra Lampen

meet desires customer

pay attention

direct communication

friendly

rich answer be there

short lines

support

solve problem

offer information

customer focused

light plan light calculation

helpful

receives ideas from customer

design develop to produce

solutions not to solve by standard luminaires

design & development

suits specific area

informal

flexibility

freedom

decorative indirect lighting direct lighting amount of light

light technique

lighting

production techniques

knowledge

materials experienced employees

technical well developed

energy reduction

good price ratio

high quality luminaires

reliable

quality

own production facilities

small series

cooperation other production facilities

manufacture

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