

Driving Mobility Transitions

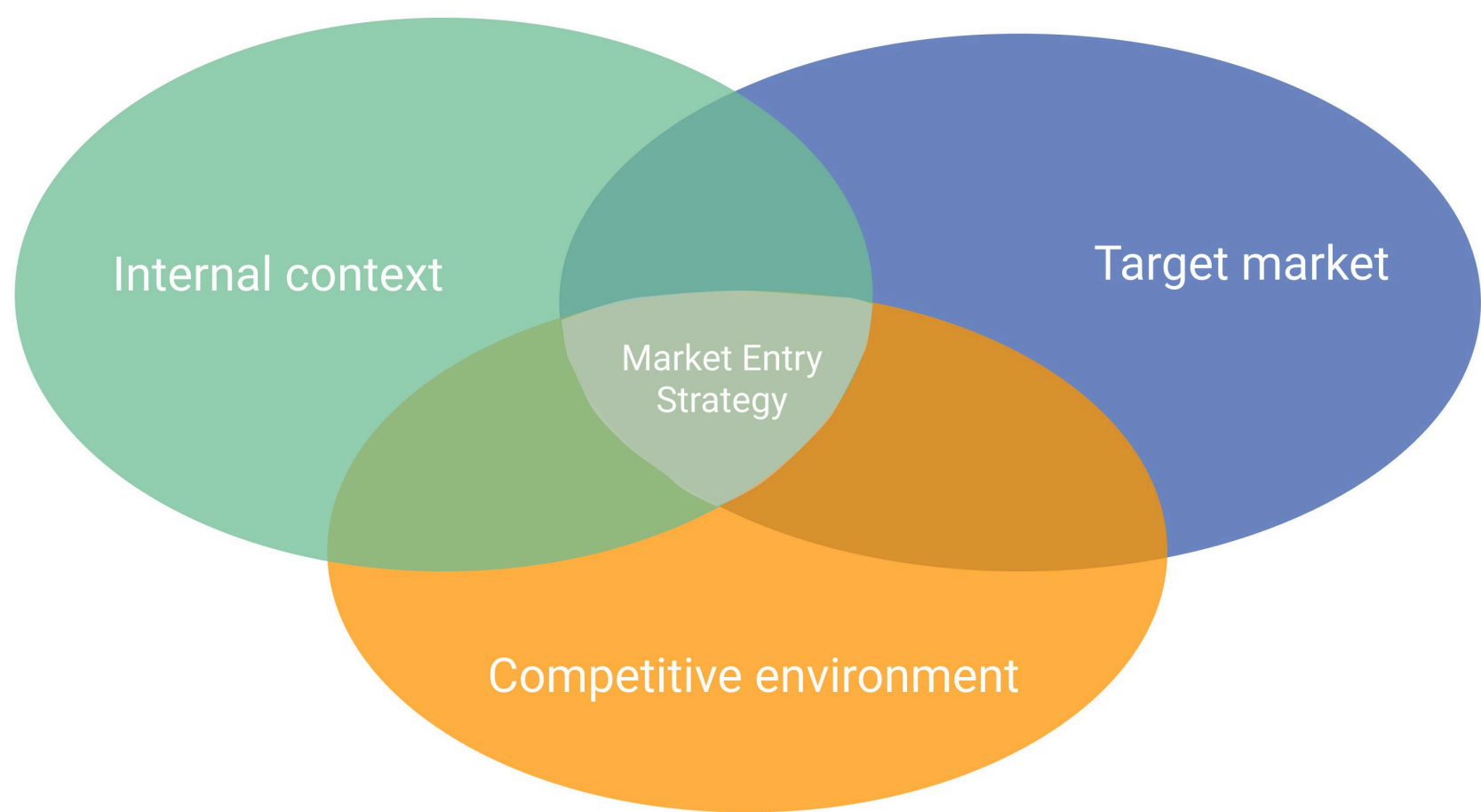
Designing a Market Entry Strategy for Charging Infrastructure in Commercial Real Estate

This project dives into the Dutch e-mobility landscape. In collaboration with Equans e-mobility a market entry strategy is composed to obtain a market share in corporate Alternating Current (AC) charging through charging infrastructure exploitation. The corporate AC charging sub-market is expected to grow as a target market for CPOs. By offering charging infrastructure and software to manage the infrastructure's (energy) usage smartly, Equans could offer a future-proof way of adhering to legislation and managing grid load, and thus contributing to improving sustainability in commercial real estate.

Through research into three areas, a market entry strategy was designed. This research consisted of literature research, trade fair and meeting observations, semi-structured interviews, and brainstorm sessions. Opportunities for standardisation in communication and way of working within the commercial process were identified. To play into these opportunities a market entry strategy was developed, supported by a market segmentation, a proposal framework, communication channel mock-ups, and a roadmap.

Research areas

"How to strategically enter the corporate AC charging market within commercial real estate while leveraging Equans' USP's?"

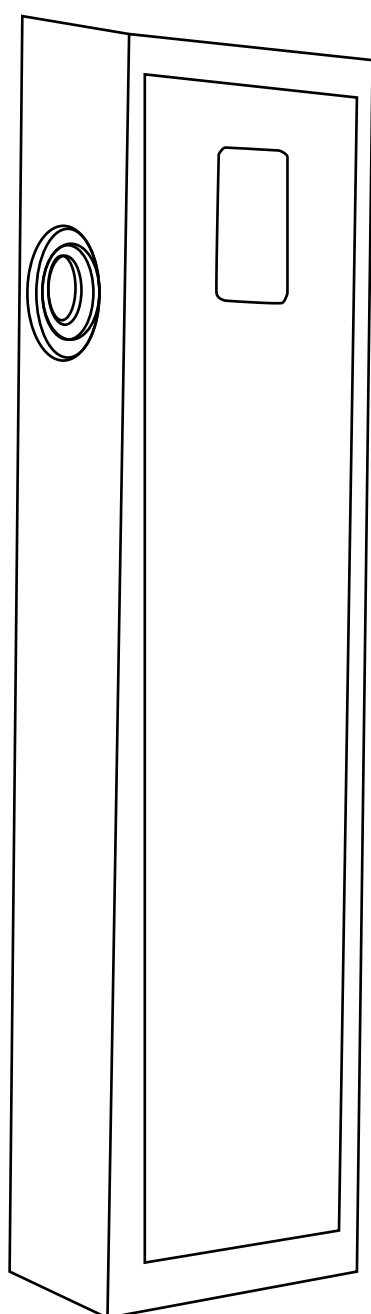


Key take-aways

Internally, there is a need for standardisation. Through using communication channels designed to adhere to market segments' needs Equans' can optimise their acquisition process.

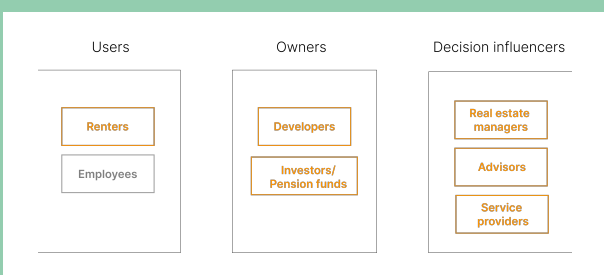
It is challenging to identify Equans' direct competitors in the corporate AC charging market and their potential market share. To differentiate, Equans should emphasise its technical expertise and unburdening solutions.

To effectively reach customers within the target market, a customer needs-based market segmentation is essential. By adapting Equans' proposal to better address customer needs, they become more appealing without altering their actual proposition.



Market segmentation

Through 8 semi-structured interviews, customer needs were uncovered. this lead to 3 market segments within commercial real estate. Based on interview results, 'decision influencers' and 'users' offer most strategic opportunity, instead of the 'owners' Equans currently focuses on.



Proposal framework

Internal interviews and research into Equans' current proposal have led to a parameterised overview of Equans' proposal. In combination with the customer needs within market segments a proposal framework was created. This can be used internally to align communication with customer needs.



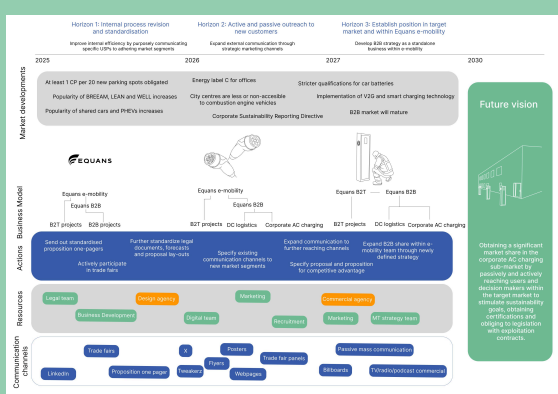
Communication channels

To illustrate possible usage of the proposal framework, several communication channels were developed. For both 'decision influencers' and 'users' a one-pager and a poster where designed. The one-pagers can be used to initiate contact with a new customer unfamiliar with Equans' proposition, the posters can be used to improve brand awareness at a wider audience.



Roadmap

To visualise the complete market entry strategy created in this project, a roadmap was created. Throughout three horizons, Equans works towards a future vision for 2030: "Obtaining a significant market share in the corporate AC charging sub-market by passively and actively reaching users and decision makers within the target market to stimulate sustainability goals, obtaining certifications and obliging to legislation with exploitation contracts."



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