

Modine Military Truck Market Research Project

UW-System Board of Regents

SEG Project - Fall 2006

March 9, 2007



Agenda

- Introductions
- Modine Mfg. Co.
- Project Charter
- Project Plan
- Project Deliverable
- Project Challenges
- Demonstration
- Questions



Project Team

Project Advisor: Brad Piazza

Project Manager: Sabha Museteif

Project Team: Eric Schultz

Zak Smith

Harrison Idowu

Thad Gabron

Nicole Norris



Project Champions

Modine Client Contacts:

Dave Lidester

Sales Manager - Truck

Nancy Wang

Marketing Research Manager



Modine Manufacturing Company

- Modine is a global company that has been in business for over 90 years and has annual sales over \$1 billion
- World headquarters is located in Racine, WI
- Modine is a world leader in thermal management and specializes in heating and cooling heat transfer products for a wide range of markets



Project Charter: Business Driver

To understand the opportunities in the global military vehicle market

- Locating the key customers
- Locating the key competitors
- Performing extensive market analysis



Business Objective

Goals:

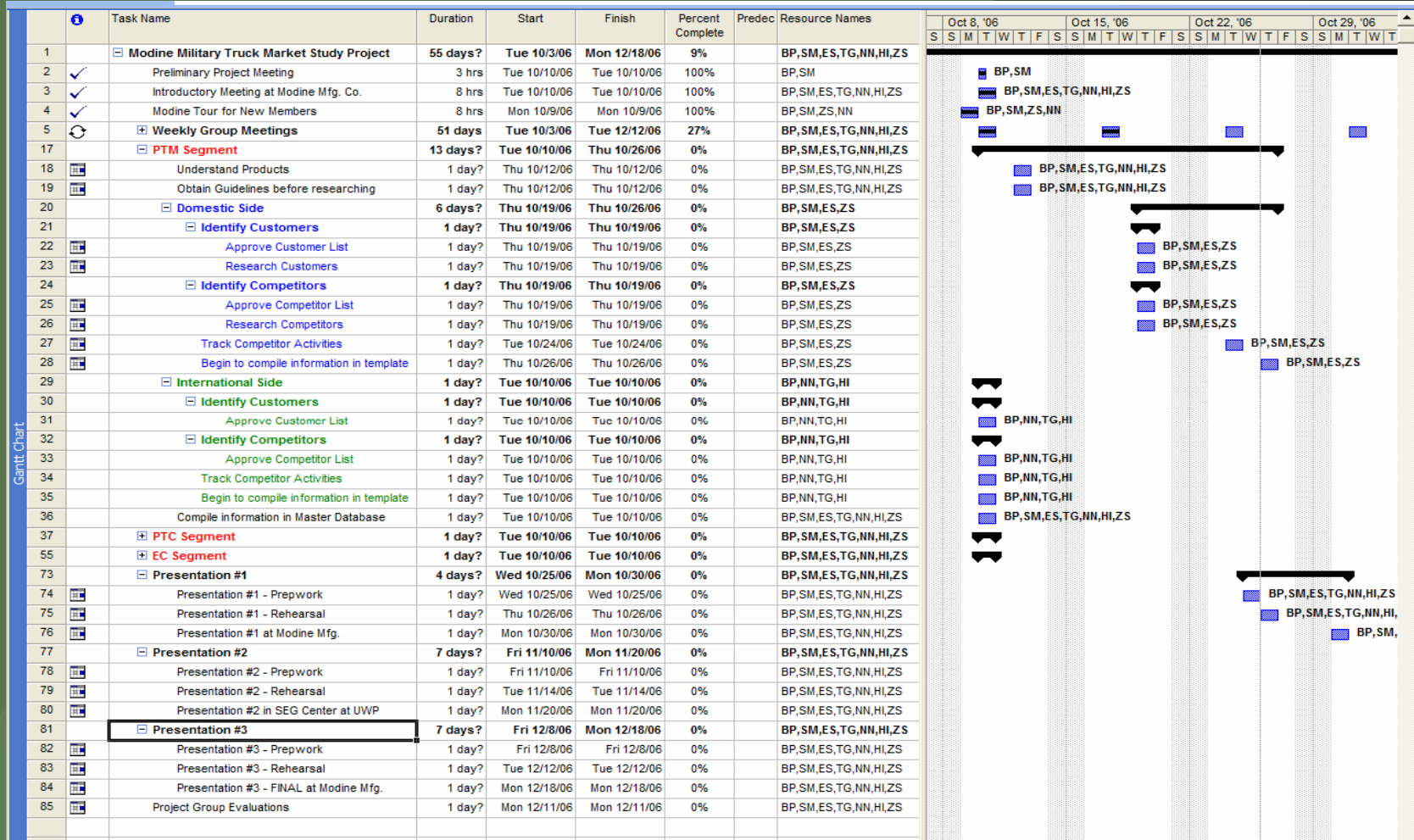
- Identify military vehicle market size and segments produced by different global regions
- Identify PTC, EC, and PTM needs for the military vehicle market
- Identify heat-transfer competitors and products being offered
- Perform market analysis using data gathered



Project Deliverables

- High-level summary
- Detailed database which will include a tool for sales forecasting
- Market analysis for the three product segments: PTC, EC, and PTM.

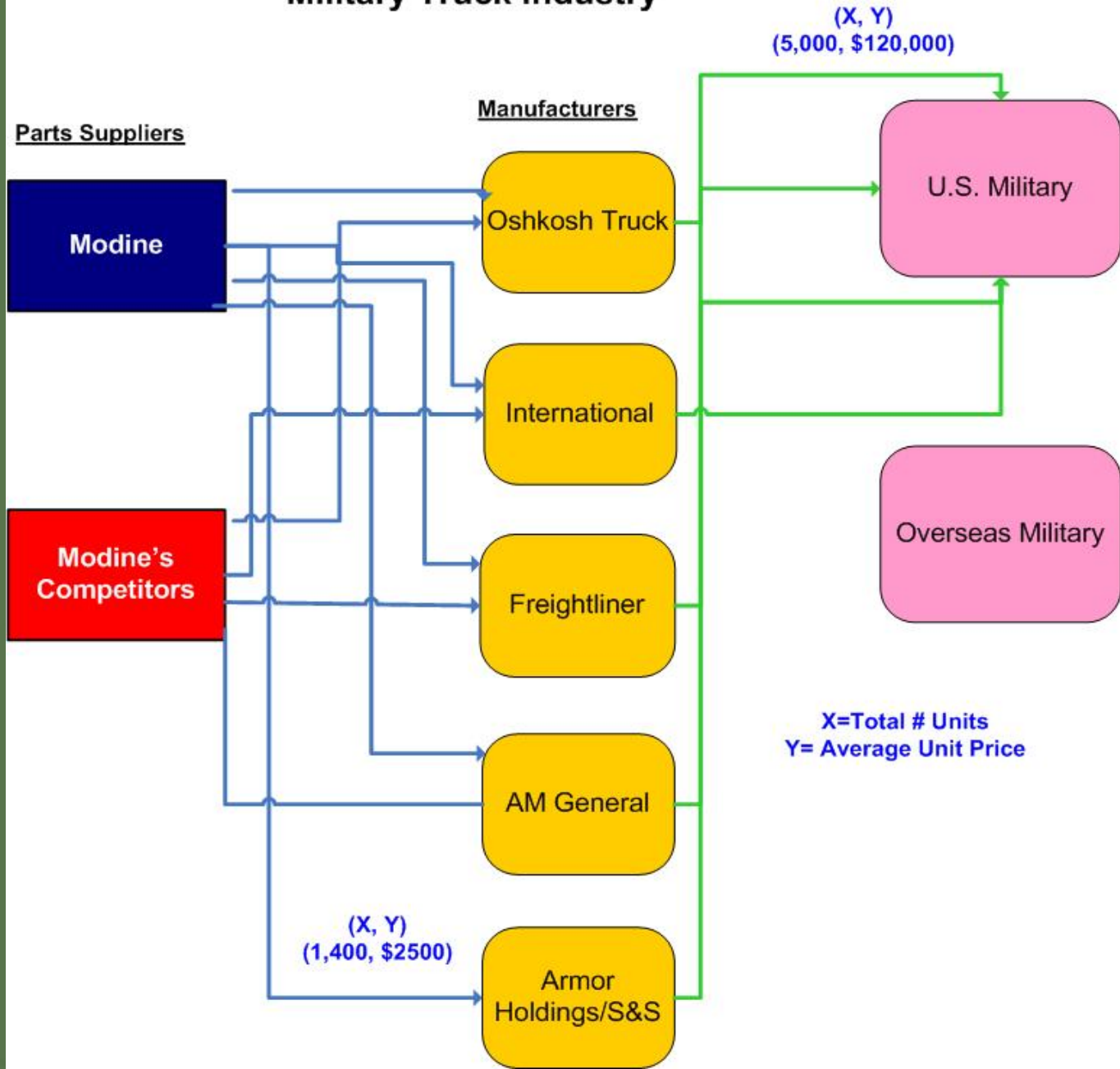
Project Plan



Gantt Chart



A Supply Chain Model to Illustrate Potential Modine Sales in the Military Truck Industry



Working Templates

- Compiled research into master template
- Emailed to Truck Group led by Dave Lidester
 - Domestic customers
 - International customers
- Feedback
 - Number of vehicles manufactured
 - Sales '05 and/or '06
 - Supplier for segmented components



Customer Research - Oshkosh

Oshkosh Truck
Model Number

Identify Modine
Radiator
Part # on that Vehicle

Go back to 2005
Sales History for
Oshkosh

Total the number
of radiators shipped

Filter sales history
by radiator part #

Equals the Number
Of Units Manufactured
in 2005



Customer Research, Cont'd

Several contacts:

International

Oshkosh

Allison Transmission

Modine Personnel

**Purchase the
Jane's Defense
Journal**



Jane's Defense Journal

- World-leading provider of intelligence and analysis on national and international defense, security and risk developments
- Modine purchased the Jane's Military Vehicles and Logistics Journal
- Contains detailed information including developments, technical descriptions, main variants, specifications and current status
- Setup web-ex conference to learn more about Jane's capabilities



High-level Summary

	A	B	C	D	E	F
1	Company	Sales (2007)	Sales (2008)	Sales (2009)	Sales (2010)	
2	Oshkosh Truck	10000	14000	14000	16000	
3	Potential for Modine PTC	\$ 5,500,000	\$ 7,700,000	\$ 7,700,000	\$ 8,800,000	
4	Potential for Modine PTM	\$ 6,000,000	\$ 8,400,000	\$ 8,400,000	\$ 9,600,000	
5	General Dynamics	500	1200	1200	1200	
6	Potential for Modine PTC	\$ 275,000	\$ 660,000	\$ 660,000	\$ 660,000	
7	Potential for Modine PTM	\$ 300,000	\$ 720,000	\$ 720,000	\$ 720,000	
8	Freightliner	800	1,600	3,200	5,000	
9	Potential for Modine PTC	\$ 440,000	\$ 880,000	\$ 1,760,000	\$ 2,750,000	
10	Potential for Modine PTM	\$ 480,000	\$ 960,000	\$ 1,920,000	\$ 3,000,000	
11	AM General	9000	7000	7000	7000	
12	Potential for Modine PTC	\$ 4,950,000	\$ 3,850,000	\$ 3,850,000	\$ 3,850,000	
13	Potential for Modine PTM	\$ 5,400,000	\$ 4,200,000	\$ 4,200,000	\$ 4,200,000	
14	International	2500	8000	9000	12000	
15	Potential for Modine PTC	\$ 1,375,000	\$ 4,400,000	\$ 4,950,000	\$ 6,600,000	
16	Potential for Modine PTM	\$ 1,500,000	\$ 4,800,000	\$ 5,400,000	\$ 7,200,000	
17	Armor Holdings	4000	6000	8000	8000	
18	Potential for Modine PTC	\$ 2,200,000	\$ 3,300,000	\$ 4,400,000	\$ 4,400,000	
19	Potential for Modine PTM	\$ 2,400,000	\$ 3,600,000	\$ 4,800,000	\$ 4,800,000	
20		\$ 14,740,000	\$ 20,790,000	\$23,320,000	\$ 27,060,000	PTC Market
21		\$ 16,080,000	\$ 22,680,000	\$25,440,000	\$ 29,520,000	PTM Market
22						

Project Recommendations

- Purchase more subscriptions of Jane's
 - Jane's Weekly
 - Jane's Military Forecasting Journal
- Setup web-ex conference with Jane's
 - Learn more about their search functionality
- Update database frequently
- Continued SEG Project – Spring 2007

Project Challenges

- Size of the project
- Difficulty finding information
 - Complexity of template
- Sources of information kept at Modine
 - Oshkosh program files
- Jane's Defense Journal
 - Single user license
- Privately held companies



Project Deliverable

Modine Military Truck Market Research Project



Fall 2006

**Ralph Jaeschke Solutions for
Economic Growth Center**



Questions?

