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.



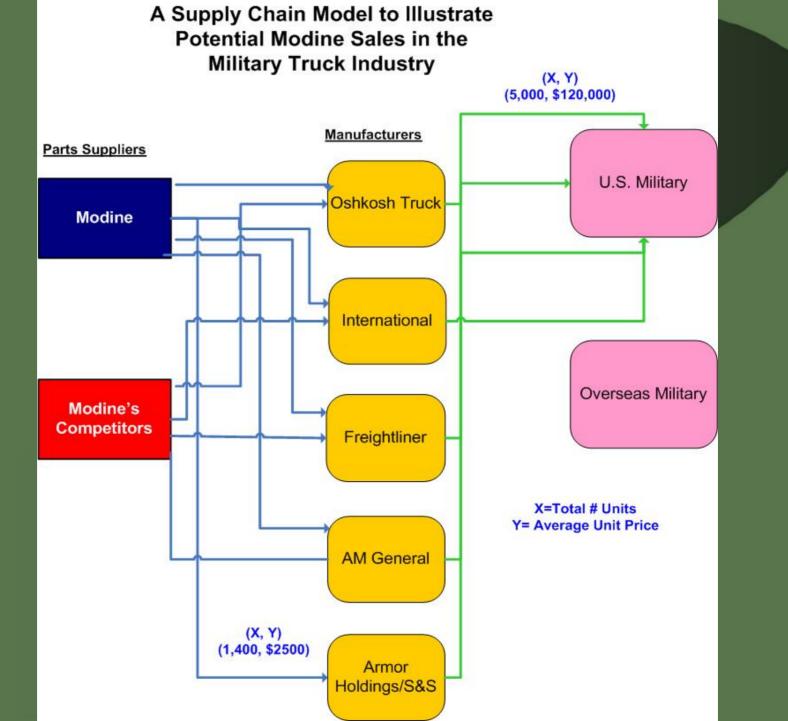


Project Plan

	0	Task Name	Duration	Start	Finish	Percent	Predec Resource Names	Oct 8, '06 Oct 15, '06 Oct 22, '06 Oct 29, '06
						Complete		S S M T W T F S S M T W T F S S M T W T F S S M T W T F
1		■ Modine Military Truck Market Study Project	55 days?	Tue 10/3/06	Mon 12/18/06	9%	BP,SM,ES,TG,NN,HI,ZS	
2	√	Preliminary Project Meeting	3 hrs	Tue 10/10/06	Tue 10/10/06	100%	BP,SM	■ BP,SM
3	√	Introductory Meeting at Modine Mfg. Co.	8 hrs	Tue 10/10/06	Tue 10/10/06	100%	BP,SM,ES,TG,NN,HI,ZS	BP,SM,ES,TG,NN,HI,ZS
4	√	Modine Tour for New Members	8 hrs	Mon 10/9/06	Mon 10/9/06	100%	BP,SM,ZS,NN	BP,SM,ZS,NN
5	0	Weekly Group Meetings	51 days	Tue 10/3/06	Tue 12/12/06	27%	BP,SM,ES,TG,NN,HI,ZS	
17		☐ PTM Segment	13 days?	Tue 10/10/06	Thu 10/26/06	0%	BP,SM,ES,TG,NN,HI,ZS	
18	===	Understand Products	1 day?	Thu 10/12/06	Thu 10/12/06	0%	BP,SM,ES,TG,NN,HI,ZS	BP,SM,ES,TG,NN,HI,ZS
19	===	Obtain Guidelines before researching	1 day?	Thu 10/12/06	Thu 10/12/06	0%	BP,SM,ES,TG,NN,HI,ZS	BP,SM,ES,TG,NN,HI,ZS
20		☐ Domestic Side	6 days?	Thu 10/19/06	Thu 10/26/06	0%	BP,SM,ES,ZS	▼
21		☐ Identify Customers	1 day?	Thu 10/19/06	Thu 10/19/06	0%	BP,SM,ES,ZS	—
22	==	Approve Customer List	1 day?	Thu 10/19/06	Thu 10/19/06	0%	BP,SM,ES,ZS	BP,SM,ES,ZS
23	111	Research Customers	1 day?	Thu 10/19/06	Thu 10/19/06	0%	BP,SM,ES,ZS	BP,SM,ES,ZS
24		☐ Identify Competitors	1 day?	Thu 10/19/06	Thu 10/19/06	0%	BP,SM,ES,ZS	
25	111	Approve Competitor List	1 day?	Thu 10/19/06	Thu 10/19/06	0%	BP,SM,ES,ZS	BP,SM,ES,ZS
26	111	Research Competitors	1 day?	Thu 10/19/06	Thu 10/19/06	0%	BP,SM,ES,ZS	BP,SM,ES,ZS
27	HH	Track Competitor Activities	1 day?	Tue 10/24/06	Tue 10/24/06	0%	BP,SM,ES,ZS	■ BP,SM,ES,ZS
28	111	Begin to compile information in template	1 day?	Thu 10/26/06	Thu 10/26/06	0%	BP,SM,ES,ZS	BP,SM,ES,ZS
29		☐ International Side	1 day?	Tue 10/10/06	Tue 10/10/06	0%	BP,NN,TG,HI	
30		☐ Identify Customers	1 day?	Tue 10/10/06	Tue 10/10/06	0%	BP,NN,TG,HI	
31		Approve Customer List	1 day?	Tuc 10/10/06	Tuc 10/10/06	0%	BP,NN,TG,HI	BP,NN,TG,HI
<u>පි</u> 32		☐ Identify Competitors	1 day?	Tue 10/10/06	Tue 10/10/06	0%	BP,NN,TG,HI	
분 33		Approve Competitor List	1 day?	Tue 10/10/06	Tue 10/10/06	0%	BP,NN,TG,HI	BP,NN,TG,HI
ප 34		Track Competitor Activities	1 day?	Tue 10/10/06	Tue 10/10/06	0%	BP,NN,TG,HI	BP,NN,TG,HI
35		Begin to compile information in template	1 day?	Tue 10/10/06	Tue 10/10/06	0%	BP,NN,TG,HI	BP,NN,TG,HI
36		Compile information in Master Database	1 day?	Tue 10/10/06	Tue 10/10/06	0%	BP,SM,ES,TG,NN,HI,ZS	BP,SM,ES,TG,NN,HI,ZS
37		■ PTC Segment	1 day?	Tue 10/10/06	Tue 10/10/06	0%	BP,SM,ES,TG,NN,HI,ZS	
55		± EC Segment	1 day?	Tue 10/10/06	Tue 10/10/06	0%	BP,SM,ES,TG,NN,HI,ZS	
73		☐ Presentation #1	4 days?	Wed 10/25/06	Mon 10/30/06	0%	BP,SM,ES,TG,NN,HI,ZS	
74	111	Presentation #1 - Prepwork	1 day?	Wed 10/25/06	Wed 10/25/06	0%	BP,SM,ES,TG,NN,HI,ZS	BP,SM,ES,TG,NN,HI,ZS
75	111	Presentation #1 - Rehearsal	1 day?	Thu 10/26/06	Thu 10/26/06	0%	BP,SM,ES,TG,NN,HI,ZS	BP,SM,ES,TG,NN,HI,
76	===	Presentation #1 at Modine Mfg.	1 day?	Mon 10/30/06	Mon 10/30/06	0%	BP,SM,ES,TG,NN,HI,ZS	BP,SM,
77		☐ Presentation #2	7 days?	Fri 11/10/06	Mon 11/20/06	0%	BP,SM,ES,TG,NN,HI,ZS	
78	===	Presentation #2 - Prepwork	1 day?	Fri 11/10/06	Fri 11/10/06	0%	BP,SM,ES,TG,NN,HI,ZS	
79	===	Presentation #2 - Rehearsal	1 day?	Tue 11/14/06	Tue 11/14/06	0%	BP,SM,ES,TG,NN,HI,ZS	
80	===	Presentation #2 in SEG Center at UWP	1 day?	Mon 11/20/06	Mon 11/20/06	0%	BP,SM,ES,TG,NN,HI,ZS	
81		☐ Presentation #3	7 days?	Fri 12/8/06	Mon 12/18/06	0%	BP,SM,ES,TG,NN,HI,ZS	
82	===	Presentation #3 - Prepwork	1 day?	Fri 12/8/06	Fri 12/8/06	0%	BP,SM,ES,TG,NN,HI,ZS	
83	===	Presentation #3 - Rehearsal	1 day?	Tue 12/12/06	Tue 12/12/06	0%	BP,SM,ES,TG,NN,HI,ZS	
84	-	Presentation #3 - FINAL at Modine Mfg.	1 day?	Mon 12/18/06	Mon 12/18/06	0%	BP,SM,ES,TG,NN,HI,ZS	
85	===	Project Group Evaluations	1 day?	Mon 12/11/06	Mon 12/11/06	0%	BP,SM,ES,TG,NN,HI,ZS	







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

Filter sales history by radiator part #

Total the number of radiators shipped

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

	А		В		С		D		E	F		
1	Company		Sales (2007)				Sales (2009)		ales 010)			
2	Oshkosh Truck	·-	10000	`	14000	٠-	14000	١-	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	<u>International</u>		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	\$2	23,320,000	\$	27,060,000	PTC Market		
21		\$	16,080,000	\$	22,680,000	\$2	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?



