

In cooperation with *Benedikt Böhm*, the Institute for Marketing offers the following Master thesis topic:

Brand positioning in the mountaineering gear market

Benedikt Böhm is an extreme ski mountaineer and CEO of Dynafit, the world leading performance mountaineering brand. As part of current business activities, he seeks to explore new business opportunities in the field of mountaineering gear. The aim of this thesis is to support him in this endeavor by analyzing this market, focusing on the product category of mountain performance lifestyle headwear and accessories.



Your tasks:

- Analyze competitor brands and run an empirical study that seeks to explore consumers' perceptions of different headwear and accessories brands and their functionalities.
- Based on the results, draw recommendations regarding the positioning of a new headwear and accessories brand (e.g., in terms of brand image).

Your profile:

- You are interested in brand management and measurement, ideally with some practical experience.
- You have a passion for skiing or ski mountaineering.

About Benedikt Böhm:

Benedikt Böhm is the CEO of the ski touring brand Dynafit. Since its emergence from bankruptcy in 2003, the brand has developed into a global market leader. In his other life, Benedikt Böhm is an extreme mountaineer and speaker. In his thrilling talks, he manages with finesse to develop ties between the world of extreme mountaineering with its so-called "death zone" and the business world. Böhm is most certainly no world-weary, fate-tempting risk-taker. Both in sports and in his business life, he meticulously plans ambitious goals and works rigorously and passionately on implementation. Böhm studied in both the United States and England; however, what proved to be most valuable to his management career was his zeal for pushing the limits in the mountains, to be an adventurer on the edge.

Are you up for the adventure?

Please contact sarstedt@lmu.de for further details.