

# Competitive benchmarking and demand trend analysis for a leading two-wheeler vehicle manufacturer

Case study: Automotive

## Objective

One of India's leading manufacturers and exporters of two and three-wheeler vehicles wanted to expand its presence in international markets. It sought continuous insights into the demand trends and competitive scenario across key global markets to support its strategic initiatives.

## Solution

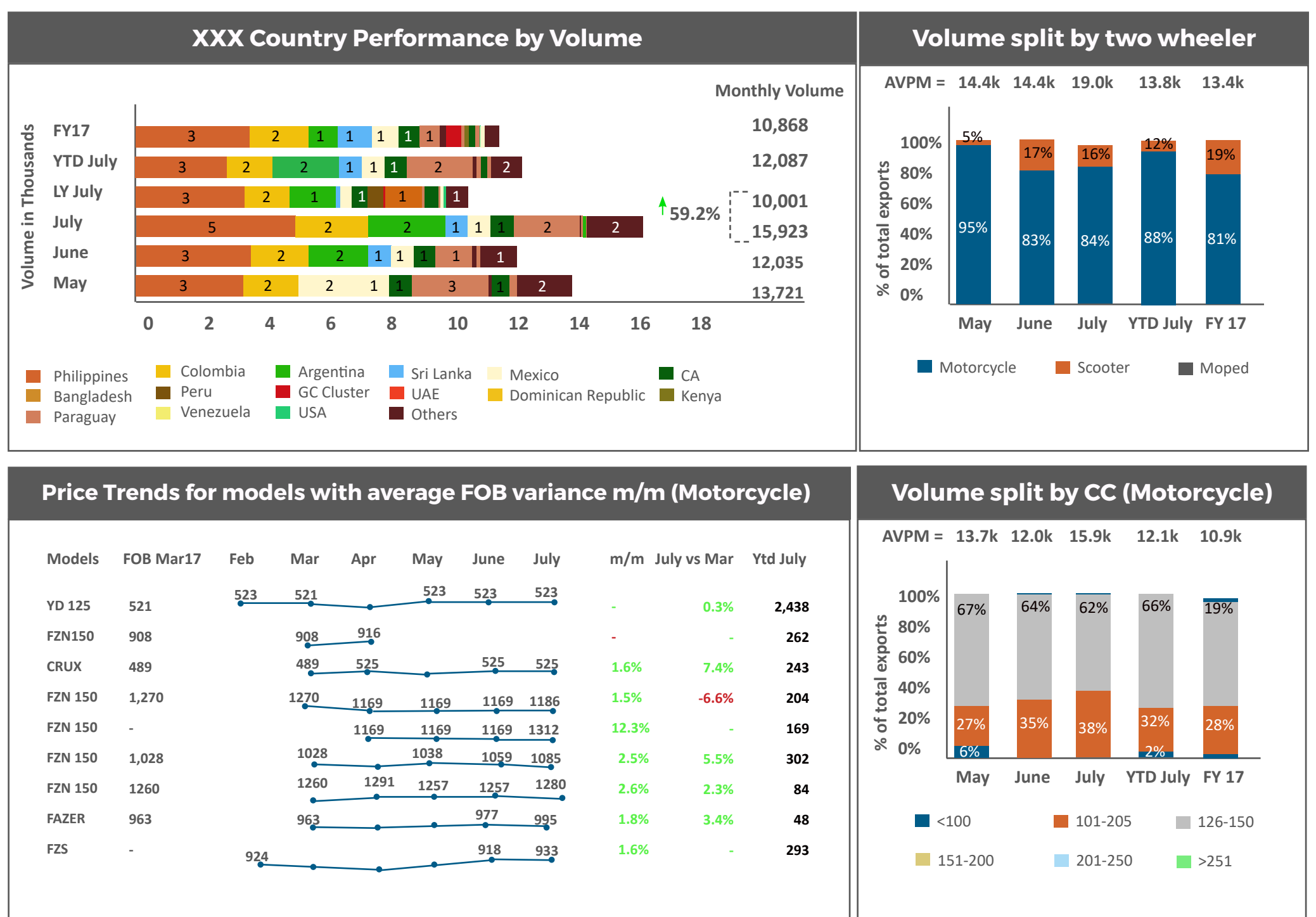
We identified the demand trends and benchmarked 10 competitors in 20 countries across several product categories, including motorcycles, mopeds and scooters. To do this we analyzed our client's export data for the last two years and supplemented it with secondary market research.

## Results Delivered

We provided the client with a monthly analysis report that uncovered the following insights for each product category:

- Countries with the highest sales volume
- Current and forecasted market size in the selected countries
- Product models with the highest demand in each country
- Market share of competitors in each country
- Their competitors' most-sold models based on parameters such as price, importer names, quantity, and model numbers
- The most in-demand models across select regions, along with the price customers are willing to pay for each model
- Prominent importers of motorcycles and three-wheelers in each country

### Snapshot - XXX (July 2017) - Slide 1



## Benefits

By managing the core backend of this monthly analysis, Netscribes helped the client drive a focused competitive strategy across key markets. Moreover, these insights helped firm's regional business heads define KPIs, better analyze the competition, and drive timely and relevant business decisions.

Stay ahead in the global competitive market through comprehensive competitive insights.

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