



Competitor mapping to gauge channel development

Case Study | Automotive

Objective

The client, a multinational automaker, wanted to conduct a competitor-mapping exercise to gauge the channel development activities of its Indian competitors and stay ahead of any market developments related to those channels.

Solution

Netscribes undertook an in-depth competitor analysis comprising of three distinct stages:

- Gathering qualitative and quantitative information from published reports and sourcing data in the secondary space
- Distilling data and synthesizing it to extract information that offers actionable intelligence
- Designing a structured presentation of data points, information and valuable insights

Results delivered

Based on the competitor analysis, Netscribes furnished the client with a market intelligence database spanning all dealers across Tier 1 to 4 cities in India:

- Tracking every new dealership
- Tracking every advertisement related to application for dealerships in a city or location
- Ensuring that the dealer's participation in a promotion is included in the master database and attributing these promotional activities to them
- Tracking competitors dropped or closed dealerships across India and providing reasons for its occurrence
- Tracking every new product launch and announcements by competitors

Benefit

Netscribes periodically tracked competitor channel development activities in the secondary space and built analytical insights on it; gearing the client with a holistic understanding of its rivals' market position. Additionally, the client was constantly informed through a master dealer database of the competition that we periodically updated.

Get an inside-view of your rival's strategies with Netscribes' competitive intelligence solutions.

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