



Case Study

Manufacturing

Asia-Pacific remanufacturing market analysis

Objective

Our client, one of the largest professional services network in the world, wanted to deepen its understanding of the remanufacturing industry in the Asia-Pacific region in order to develop a strategic business plan for its customer. To get a comprehensive view of the market environment and develop precise strategies, it sought accurate information and insights on the APAC remanufacturing market, including:

- The segments of products that are remanufactured the most, for both automotive and non-automotive sectors
- The prime factors that regulate market forces
- Challenges in import, export and accreditation
- Region-specific market insights across China, Indonesia, Japan, Malaysia, Philippines, Singapore, Thailand and Vietnam

Solution

Netscribes conducted an in-depth market analysis, which involved the following steps:

1. Background research:

We leveraged various paid and non-paid databases, and other secondary sources of information to assess the overall Asia-Pacific remanufacturing market and identify the various direct competitors of the end-client's product.

2. Respondent identification and screening:

We then identified a sample group of executives based in the APAC region and working in the remanufacturing industry. This step also involved calling up the respondents and asking them some screener questions before scheduling appointments for the survey.

3. Primary research:

Leveraging the information collected in the previous stages, we conducted a web-based survey using CATI with qualified respondents to gather region-specific insights into the remanufacturing market, compliances and legislative laws, key trends, market share, and the general acceptability of remanufactured products; quality standards followed by market players, and the different risks and challenges involved.

Furthermore, we analysed the impact of the price difference between remanufactured and original products on consumers' purchase decisions.

The project had an incidence rate of only 30% as, of a pool of every 100 respondents, around 45 successfully completed the screeners and only 30 completed the remaining survey.

4. Quality check:

All completed surveys were put through a stringent quality check process. First, the transcript submitted by the analyst is reviewed. On clearing that, the call recordings are sent through the QA team which then calls the respondents to verify their responses.

Netscribes completed the project in a turnaround time of three weeks.

Benefit

By partnering with Netscribes, the client was able to expand its insights on the US automotive tools market and obtain all the information it needed to develop effective business strategies for its customer.

Uncover deep insights and inform strategy with customized market and competitive intelligence solutions

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