

## Case Study:

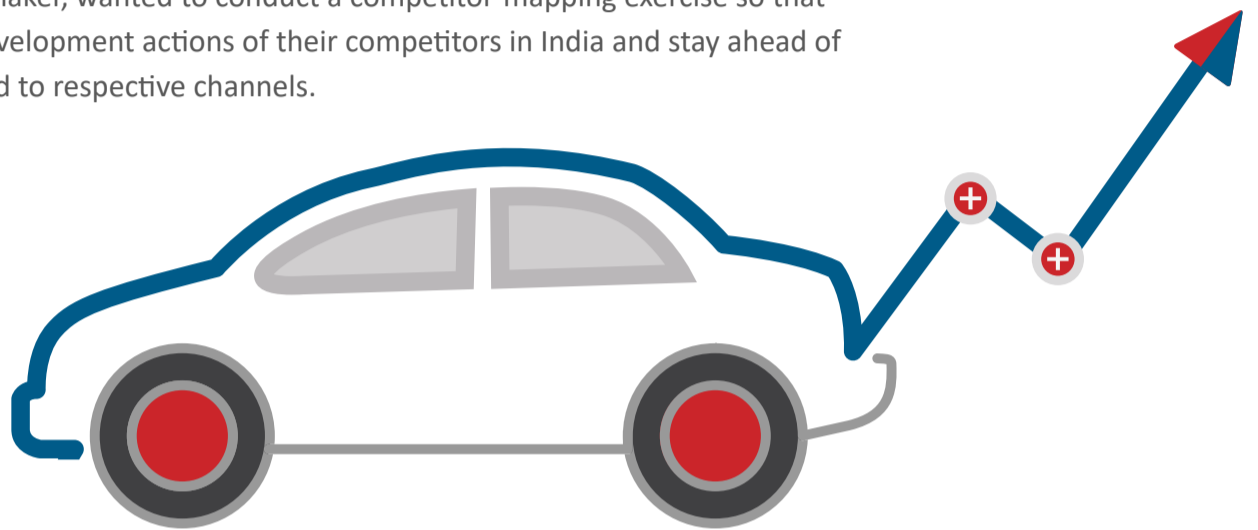
# Competitor Mapping

### Business Challenge

The client, a multinational automaker, wanted to conduct a competitor-mapping exercise so that they could gauge the channel development actions of their competitors in India and stay ahead of any market developments related to respective channels.

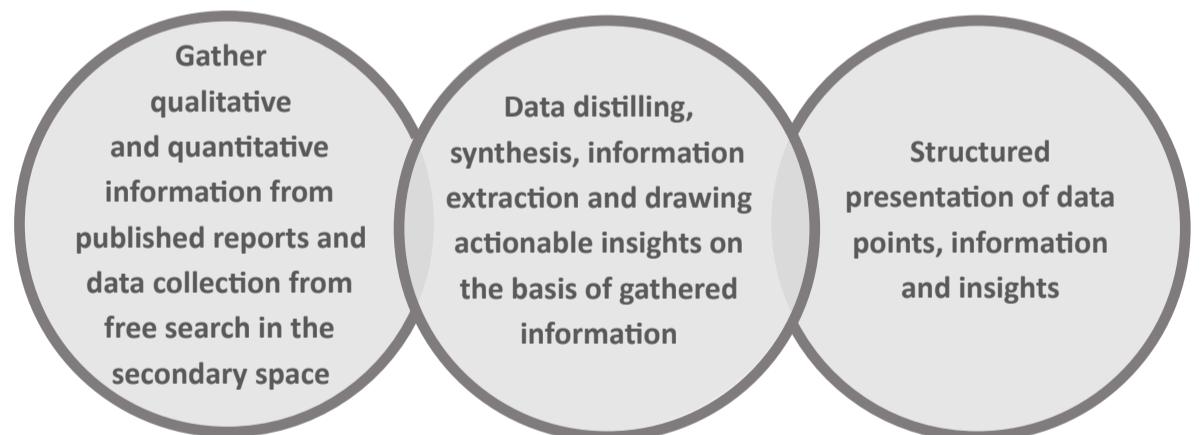
### Objective

- **Building a market intelligence database** of all dealers in Tier-1, Tier-2, Tier-3 and Tier-4 cities across India
- **Tracking all new dealerships**
- **Tracking all advertisements** 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 an intuitive reasoning for the same
- **Tracking all new product launches** and launch announcements by the competitors supported with intuitive reasoning



### Methodology

The client engaged with Netscribes, which carried out the competition analysis in the following stages



### Benefit

**Netscribes periodically** tracked the competitor's channel development activities in the secondary space and built analytical insights on the same, which helped the client garner a better understanding of its competitors. In addition, it also provided the client a master dealer database of the competition, which was periodically updated.



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