

Case Study:

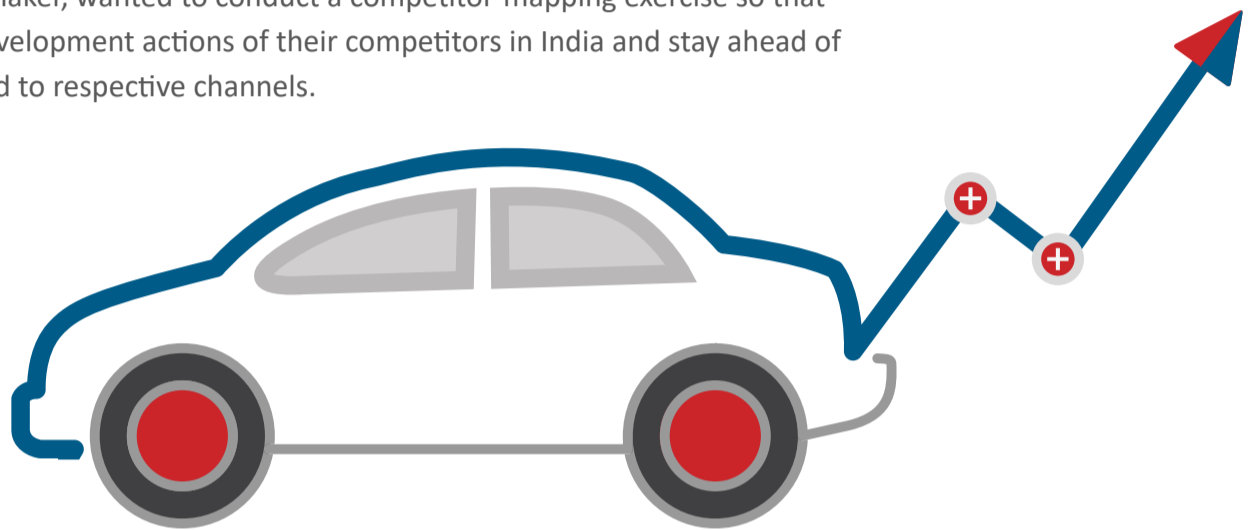
Competitor Mapping

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.

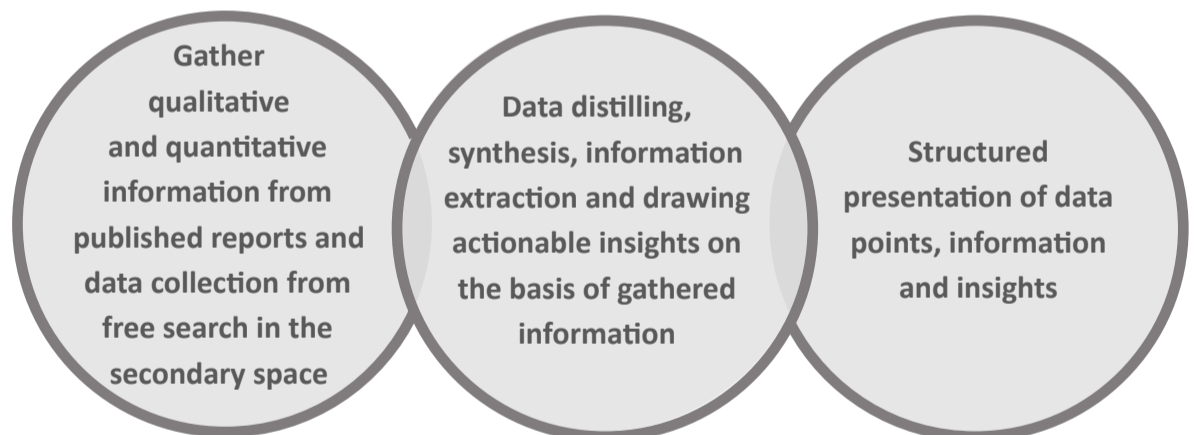
Objective

- **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.



Gain competitive insights and stay ahead

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