



Case Study

Automotive

US class 8 truck market analysis through secondary and primary research

Objective

A US-based global management consulting firm, present in over 40 countries and involved in evaluating management decisions across public and private sectors, sought data-driven insights to guide their strategic plan to enter the US class 8 truck market with a focus on the latest vehicle sales and product development trends and competitive analysis of current and upcoming products.

Solution

With a dedicated project team of seven members, Netscribes conducted an in-depth market analysis, which involved extensive secondary research on the overall class 8 truck market, followed by primary research to uncover the factors that shape customers' purchasing decisions.

1. Background research:

We gathered information and insights on the latest market trends, current and forecasted growth, and the competitive landscape using various paid and non-paid databases, company websites, web articles, and other secondary sources of information.

2. Respondent identification and screening:

We then identified a target group of product users based on secondary research before conducting telephonic interviews to screen and schedule appointments with eligible respondents for a web CATI survey.

3. Primary research:

Leveraging the information collected in the previous stages, we designed a survey targeting relevant product users to understand their usage habits, purchase intent, and preferences of auto technology service providers, among others. The project had an incidence rate of 30% as, of a pool of every 100 respondents, around 50 successfully completed the screeners and only 30 completed the remaining survey.

4. Quality check:

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

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

Benefit

Netscribes offered actionable insights and recommendations based on the market analysis study, which helped the client get a keen understanding of the future market growth, competitive landscape, and product development plans and strategies in the US class 8 truck market.

Uncover deep insights and expand your market with Netscribes market and competitive intelligence solutions

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