

GERMAN AUTOMOTIVE INDUSTRY

MARKET INTELLIGENCE STUDY

BUSINESS CHALLENGES

1

Dealing with
Worldwide
Harmonized Light
Vehicles Test
Procedure (WLTP)

2

Responding to
developments in
technology

3

Dealing with supply
chain
disruptions

OUR APPROACHES



Market research



Market scanning and monitoring



Consumer research



Competitive intelligence

RESULTS OBTAINED



Acquired more than 20% of the German automotive market share



Devised a market entry strategy to enter the German automotive market

REQUEST FREE PROPOSAL