

EXAMINING MARKET OPPORTUNITIES AND INDUSTRY CHALLENGES IN THE US ELECTRIC VEHICLE MARKET USING MARKET INTELLIGENCE ENGAGEMENT

BUSINESS CHALLENGE



To expand their operations to other profitable markets

OUR APPROACH



Analyzed competitors' product offerings, capabilities, marketing initiatives, and capital investment

RESULTS OBTAINED



The client was able to exceed their sales expectation and increase profit margins by 29%

INFINITI'S COVID-19 VALUE PROPOSITION

As the world continues to witness a global crisis of unprecedented scale due to the COVID-19 pandemic, professional advice, expertise, and timely intelligence are more critical now than ever before for business leaders across the globe.

Infiniti offers a variety of support solutions to help companies in the electric vehicle market to understand the change in volumes and values post the COVID-19 crisis

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