



## Case Study

**Sector:** Automotive

**Assignment:** Assessment of the clients existing 'Go to Market' strategy

**Period:** 2009

### Background:

After testing a product concept in a minor fashion, the client had started a sales and marketing campaign to expand on the initial findings and to generate a revenue stream. The product concept was not mainstream to the organisation's existing operational focus. Circumstances created a gap between these launch actions and subsequent follow up

### Assignment:

- To assess awareness of the product opportunity with major original manufacturers and their dealer networks
- To recommend a course of action to deliver return on investment

### Methodologies:

- Desk and phone based research on sector
- Gap analysis on the product concept
- Direct phone contact with all major original manufacturers and their dealer networks in the sector in UK
- Concept check with leading consultant in the sector

### Outcomes:

Verification that the concept was viable and that there was a gap in the market available for exploitation

Recommendation to client to significantly amend their original sales and marketing strategy in order to make a quicker return on the initial investment

Recommendation to the client that licensing the product would be a better option for them than maintaining direct control of the sales and marketing activity and incurring the on-costs of such operations. There was swift agreement on this course of action leading to the sourcing and introduction to the client of a specialist third party consultancy from which the licensing agreement was successfully concluded

Client now enjoys a revenue stream from their concept allowing them to focus on their core business activities