

Case Study – Price Evolution Analysis

Industry: Automotive

Region: UK

The Challenge

Since beginning of 2017, Brexit situation was the trending topic for most of European biggest companies; specifically, the uncertainty deriving from that was (and still is!) a scary phantom for all the commercial trades between the United Kingdom and the rest of Europe.

Within such a scenario, MarketingPRO got assigned, from a European Car make, to monitor the pricing of parts, both from the other OEMs (Original Equipment Manufacturers) and from the Independent Workshops (After Market Parts). In such a way, our client could control the possible oscillations of parts pricing due to the adjustments put in place in order to cope with the Brexit issue.



The Action

Through Mystery Shopping technique, MarketingPRO field consultants based in UK were able to retrieve quotes for all the required parts at independent workshops, collecting such price information 4 times through the 24 months of Brexit process. In such a manner, the Client could observe the movements of prices according to the various trade situations that were considered as probable scenarios during those months.

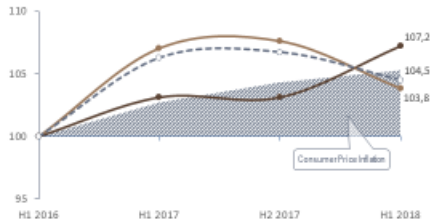
The Results

After validating and analyzing the data, MarketingPRO provided a presentation, highlighting the crispiest results and the product codes in which the fluctuations were highest. Such Price-Evolution project allowed the Client for a fast response on parts pricing on such a pivotal market like UK, taking advantage of the price fluctuation trends.

RESULTS. PRICE EVOLUTION: MAINTENANCE - FC LEVEL.

May 2016 price level = 100 — DAM — IAM — Average

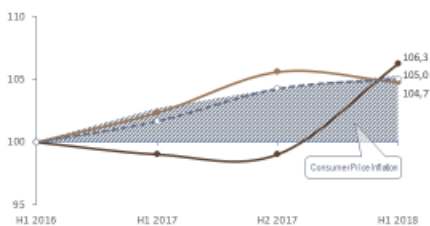
XXXX – Oil Filter Elements # of Obs. IDs: 5 (DAM) – 20 (IAM)



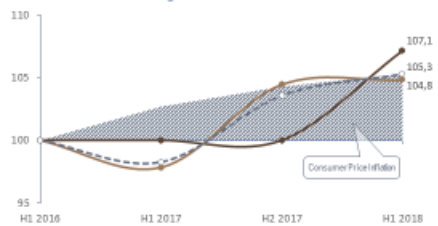
XXXX – Fuel Filter Cartridge # of Obs. IDs: 5 (DAM) – 21 (IAM)



XXXX – Air Filter Element # of Obs. IDs: 5 (DAM) – 20 (IAM)



XXXX – Air Cleaning Filter # of Obs. IDs: 3 (DAM) – 12 (IAM)



On Maintenance AC, DAM player seems to be a late follower of IAM. Specifically, on Oil Filter, IAM rose by 7% its pricing during the first year, then opted for a decrease in the last 6 months, while in the same time DAM increased. Similar trend for Fuel Filter. On Air Filter Element and Air Cleaning Filter FCs there is a smaller difference in price increase between DAM & IAM, due to the fact that IAM decrease in pricing during the last 6 months was milder than in the previous 2 FCs. (On Air Cleaning Filter there was actually a small increase of 0,4%).



For more details, contact: info@marketingpro.it, asking for service code "PEA".