

Case Study – Aftersales Parts Pricing

Industry: Automotive

Region: APAC

The Challenge

A global player in Automotive industry, headquartered in Europe wanted to know the competitors (both Original Equipment Manufacturers and Independent After Market producers) positioning on parts pricing on a Far-East market. Moreover, it wanted to know whether or not its dealers in that country were applying the Recommended Retail Prices or, rather, were doing some form of discount or surcharge.



The Action

Firstly, MarketingPRO technical experts were in charge of cross-referencing the parts to be investigated on the market across all the competitors.

Then, after having received the needed information, field consultants active in the automotive industry were able to collect formal quotations for all those parts prices to be researched.

견 적 서

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SERV-견적요청 귀중

페이지 : 1 / 9

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아래와 같이 견적합니다.

No	코드	용 명	수량	단 가	공급가액	세 액	비고
01	11361761617D	Fuel High Pressure Pump (1	0	0	0	
02	12120037663E	0242236663/Spark Plug	1	8,000	7,273	727	
03	1151768923MB	1.0261 20 2/Water Pum	1	303,000	274,455	27,545	
04	112122168253E	+0242236610/Spark Plug/	1	8,000	7,273	727	
05	11712746064D	Radiator Hose/BWG3067	1	40,000	36,364	3,636	
06	84909174803E	DCP06032/Compressor	1	460,000	418,182	41,818	
07	1176768064E	02601 1098/Dyogen Sers	1	120,000	109,091	10,909	
08	6121722946I	Front Door Lock L/H	1	240,000	218,182	21,818	정품
09	61216924023	Battery-90AH-	1	0	0	0	*택버
10	34118866068R	DCM1194.10/Frt Brake Di	1	50,000	45,455	4,545	
11	13937810702E	D446 110616/Injector	1	310,000	281,818	28,182	
12	112339112072-E	162611301/Visorator Dam	1	100,000	90,909	9,091	
13	11665619476	Turbo charger	1	0	0	0	
14	6121722946B	Front Door Lock R/H	1	0	0	0	
15	13618997819	Fuel High Pressure Pump	1	0	0	0	
16	11237823191E	FD1001273N/OE/Damper	1	160,000	145,455	14,545	
17	63117318327	Nenon Control Limt	1	0	0	0	
18	6122722946D	Rear Door Lock R/H	1	240,000	218,182	21,818	정품
19	117127631768E	Radiator Hose/BWG3075	1	37,000	33,636	3,364	
20	13638616079	(9P)+13638648937/Inject	1	220,000	200,000	20,000	정품
21	1151768068E	A2039614607/Water Pum	1	390,000	354,545	35,455	
22	34216776289Z	160 3480 20/Frt Brake Dis	1	78,000	70,909	7,091	
23	34116786669Z	160 3478 20/Frt Brake Dis	1	102,000	92,727	9,273	
24	3436791968E	Frt Brake Sensor	1	4,000	3,636	364	
26	13717800161E	E1077L Air Cleaner, Elwm	1	36,000	34,545	1,455	
26	22116777371E	4937913/Engine Mount	1	63,000	57,273	5,727	
27	11712768095K	Radiator Hose, Upper	1	96,000	87,273	8,727	정품
합 계							다용량인자에 계속...

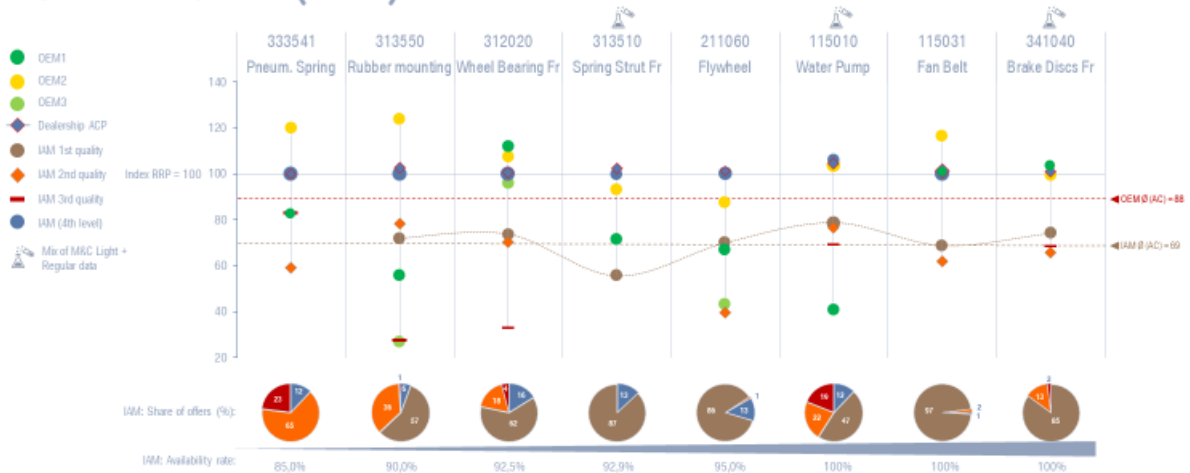
비고: *후도 *후진 *택버인 => 해당부분 불가
크여 으으로 표시된 자고 있는 품목들은 예약주문가능합니다.

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The Results

After having validated and analyzed the obtained data, MarketingPRO threw the presentation with the competitors positioning, highlighting the areas (i.e. product families and categories) where the pricing could have been adjusted. Such adjustments allowed for a significant increased in profitability for that specific market.

PRICE POSITIONING FAMILY CODES [WEAR]. ACP / MRP VS. RRP (P. 1/2).



OEMs averagely 12% lower than RRP, with OEM1 positioned significantly low for these FCs (e.g. Water Pump). Only FC in which both the OEMs are higher than RRP is Wheel Bearing Fr. High IAM availability and share of offer, with very competitive pricing (31% lower than RRP).



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