

Case Study

**Dealer Engagement Strategy of Competitors in the
Luxury Car Market**



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About the Client



- A European luxury car manufacturer with a global presence

Client Objectives / Goals



- Analyse the dealer engagement strategy of a major luxury car manufacturer (and a competitor)
- Evaluate the dealer acquisition process, hiring process, sales incentives, store layout and promotional offers

Approach and Methodology



- As the information availability in the secondary was limited, the team conducted an extensive primary research to develop an understanding of the competitor's dealer engagement strategy
- Conducted detailed interviews with dealers, industry experts, and consultants to obtain specific insights, and also validated the findings through desk research (wherever possible)
- Analysed the footprint of the competitor's dealer network pan India, future expansion plans, and other regional insights
- Finally, analysed the hiring process and sales incentives given to employees, standardisation in the store layouts and service facilities, and discounts offered by dealers to engage customers

Sample Output



Results / Value-add



Focused insights helped the client understand the customers' need gap

The client leveraged the study findings during its internal strategy meeting to redefine its go-to-market strategy