

Evaluating vendor supply chain risks for a European industrial group



- **Supplier intelligence**
- **Benchmarking against peers**
- **Risk assessment**

Business need

- An international supply chain consulting firm was mandated by a European industrial group to conduct risk assessment of one of its incumbent suppliers, a German motor solutions provider.
- The end-client wanted to get a detailed assessment of the company, financial performance of its end-user industry segments, top selling regions, key customers.
- It wanted a comprehensive view of the product offerings across brush and brushless motors, their pricing and competitive advantages, sales and profitability.

To get a full view of the operational and financial risks of the incumbent supplier and proactively address them.

The client outlined two key reasons for selecting RocSearch:

- Our ability to rapidly deploy customised teams with expertise in supply chain consulting.
- Our flexible client-centric engagement models.

Approach & Methodology

- Our strategic advisory team made a comprehensive assessment of the global market for DC motors, the incumbent supplier's market share, its financials and operations. We gathered insights on its profitability breakdown by product types and conducted a detailed peer comparison for various motor categories across brushed and brushless motors.

We conducted in-depth interviews with the company's ex-employees and distributors to gather critical insights on its leading clients, their revenue shares and estimated profits across end-user industry segments.



- We shared insights about the company's sales breakdown by product type, end-user industries, geographies and top stock-keeping units.
- We further deep dived into civil motors and medical motors and gathered details on their segmental revenues, respective market shares, customers, product models, pricing and their technical advantages.

Business outcomes

- A detailed assessment of the supplier's financial health, operations and comparison against peers provided insight into the potential risks related to financials, solvency and business continuity.
- The study enabled the end-client to take appropriate risk mitigation measures for its supply chain.

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About RocSearch

Founded in 1999, RocSearch has been a pioneer in empowering our clients to overcome challenges and realize their goals. Our strength is delivering research and advisory solutions through managed and dedicated teams that produce the expert intelligence our clients require to gain a true competitive advantage.

We draw on proven expertise to deliver consistent value across all types of business requirements: ranging from digitization and analysis of business, financial, or customer data to the provision of 'act-on' insights for the most challenging business problems.

Our longstanding client relationships bear testament to the enduring value we create, alongside our consistent reliability and absolute discretion. We take great pride that many of the brightest global companies rely on us to help them achieve top-line growth, operational efficiency and increased profitability.

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