



### Case example

#### *Automotive after market*

<p><b>Client Situation</b></p>	<ul style="list-style-type: none"> <li>• 1,4 billion euros turnover 2000 (57% cars - 43% trucks) - 1300 centres and 200 mobile units in 8 European countries - Profitability of the car activity</li> <li>• A previous global strategic project identified :             <ol style="list-style-type: none"> <li>1 - the professionalisation of the service brought to the 2 major markets (cars and trucks) implies a specialisation of the centers</li> <li>2 - the client didn't have the means to auto-finance the cost of specialisation</li> <li>3 - the owner's (a Tier1 supplier) financial constraints and investment priorities didn't enable them to find an appropriate autonomous solution to develop the car activity, which appears less fundamental than the trucks one.</li> </ol> </li> </ul>
<p><b>Important Issues</b></p>	<ul style="list-style-type: none"> <li>• Facing resource constraints and car after market trend, the owner of the client wanted to develop a strategic partnership for the car activity</li> <li>• The target : conduct a common strategy to strengthen the activity</li> <li>• The constraints :             <ol style="list-style-type: none"> <li>1- work with the client's brand name, at least for a while</li> <li>2- manage the mixity (trucks + cars) of some centers before specialisation</li> <li>3-perpetuate the competitive advantage on mixed fleets</li> </ol> </li> </ul>
<p><b>Activities</b></p>	<ul style="list-style-type: none"> <li>• Identification of potential partners ( car makers, oil companies, automotive groups, fitters, auto centers...)</li> <li>• Meeting to present the client's confidential project and evaluate potential partners' orientations and motivations</li> <li>• In-depth work, if common interest to pursue, to define the guidelines of a potential agreement with each potential partner</li> <li>• preferential choices synthesis and proposal</li> </ul>
<p><b>Benefits Delivered</b></p>	<ul style="list-style-type: none"> <li>• 1 potential partner identified for a strategic partnership. Evaluation of the synergies and definition of the modalities of the agreement were conducted by the client and its shareholders.</li> <li>• 3 potential partners (oil companies and services provider) accepted to develop commercial partnerships(offer and customers) with the client.</li> </ul>