

Case study – Automotive Price Tracking

Passenger car tyre price tracking study in Singapore & Korea

The challenge

A leading global manufacturer and distributor of rubber products was seeing a decline in sales of its passenger car tyres in Singapore and Korea. An internal discussion led to the conclusion that pricing was the root of the problem – competitors were simply more aggressive in their pricing strategies.

To increase market share, the client sought to benchmark the pricing of its competitors' products targeted at various customer segments in Singapore & Korea. The objective of the study was to understand how the competitors positioned their products in the relevant markets and to devise a counter-strategy.

The process

Spire was tasked with the screening and recommending of suitable models and local retailers of passenger car tyres for the purpose of price research. Once the final candidates were selected by our client, our consultants executed mystery shopping and retail observations to identify the pricing, specifications and promotions of both our client's products as well as competitors' in the local markets. Simultaneously, secondary research was undertaken to identify general market trends.



The results

Spire delivered the key findings and recommendations to our client in a face-to-face presentation. Our results served as important inputs to support our client's country offices in their tactical pricing adjustments.

Project deliverables included MS Excel spreadsheets containing the pricing and specification of the tyre SKUs and MS Word reports addressing the recent market situation and other information related to the tyre models tracked, such as customers' perception and market share.

