



Case Study | How our Continuous Market Intelligence helps our clients to gain insights & clarity about competitors and suppliers

Delivered to Automotive Parts company, OEM Global Car Manufacturer, OEM Machinery Global Player, Global Retailer, National Distributor (...)



Challenges

- **Not sufficient visibility** on competitor's prices, practices, positioning
- **Need to generate insights** about competitor's and market
- Most companies operate in B2B space with competitors that publish very little information on the web
- Perplexity about market's events and impact on their company

Questions

1. Who are our **competitors**?
2. What are competitors' **products & services**?
3. How do they **position** their prices versus ours?
4. We are **losing volumes**, but to whom?
5. Can we **renew** this competition market intel every time necessary or on a **continuous basis**?

Why The Consultants bvba?

The Consultants bvba **proven robust and hands-on approach** to market intelligence enables B2B companies to **gain data, insights and clarity** over the competitors and suppliers.

Implementation

1. Market intelligence Continuous
2. Integrated the Market Intelligence to the pricing to lift the pricing to Competition based Pricing
3. Continuous Market Intelligence process

The Consultants bvba's impact

All these companies have chosen to The Continuous Market Intelligence service from The Consultants, and consistently sharpened their Pricing to Competition based Pricing and beyond.

We served clients in

-  **Parts**
-  **Services**
-  **Automotive**
-  **Machinery**
-  **Chemicals**
-  **Retails**
-  **Construction**
-  **Mining**
-  **Oil & Gas**

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