



Case Study | Value-based & Dynamic Pricing for Sustainable Profit.

Large Automotive Group

Leading Regional Importer & Dealer

€ 6 Billions yearly Sales



Background

- **+200 years old company, market leader**, total group's turnover is above **€ 6 Billions**
- **Automotive Parts & Accessories**
- Aftersales Products & Services
- Logistics business
- Cost+ strategy
- High market pressure
- Need to **generate more profits** to invest in **green transition**

Question

How to generate **more sustainable profits** & get a better understanding of our customers?

3 initiatives investigated: Cost cutting, Acquisitions, Value-based pricing.

The Consultants bvba has been **selected** for designing and implementing Value-based & dynamic pricing.

Why The Consultants bvba?

The Consultants bvba's deep **expertise of the Automotive industry** and our **tailored & systematic** approach to pricing brought clarity and control to pricing activities.

Our **hands-on approach** saved time & money in the strategy execution, without interrupting or impacting day-to-day operations.

Implementation

1. Market intelligence
2. Customer Value analysis: Quantitative and Qualitative method
3. Value-based pricing
4. Dynamic pricing
5. Governance & Pricing software integration with ERP

The Consultants bvba's impact

Financials & commercials



Margin

double digit increase



Sales

volume mix increase



2M Parts

references in scope

Training

+15 directors, senior managers & analysts trained

Capabilities

- Value-based & dynamic pricing
- Market intelligence

ERP integration

Customized pricing tools

[Click here for more info.](#)

