Automatic Transmission System Market

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CLIENT OVERVIEW
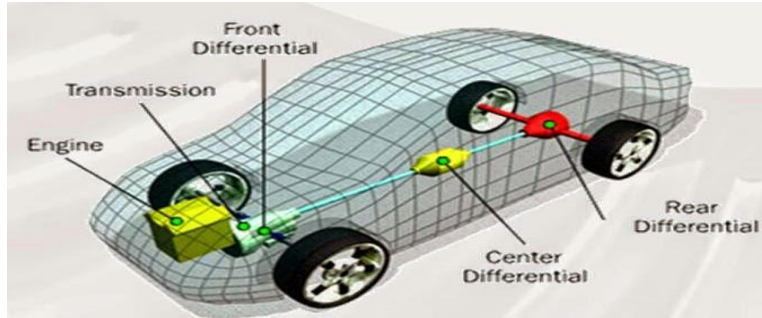
Client: Automotive Component Manufacturer
Industry: Automotive
Market: MENA

PROJECT OUTCOME

This study helped the client to evaluate the technological advancements and focus its R&D resources accordingly. The market sizing and competitive benchmarking helped the client to redesign the sales strategies by identifying potential market and key competitors.

STUDY OVERVIEW

Key Questions to be Answered:
- What is the current market potential for the automatic transmission systems? How is it projected to change in the future?
- In addition, what is the market split of automatic transmission systems by type of system and type of vehicles?
- What is a typical supply chain for this market? How to achieve cost optimization?
- Who are the key players in the MENA market? What is their product portfolio? What is their market share?

PROJECT MODULES

1	2	3	4
Market Overview	Market Potential Assessment	Supply Chain Analysis	Competitor Analysis

SECONDARY DATA SOURCES

Secondary sources like company website; industry specific groups; government bodies and associations; industry news, magazines and blogs; market reports; paid databases.

PRIMARY DATA SOURCES

Conducted over 150 primary interviews of technology directors, sales director, sales managers, territory managers and other similar profiles. Also conducted interviews of paid independent consultants and experts.

Project Approach and Methodology

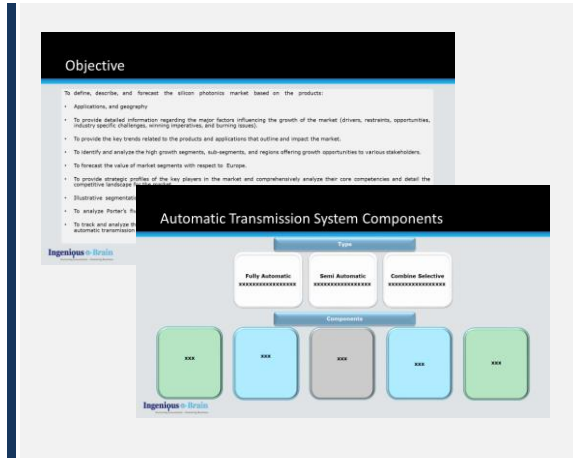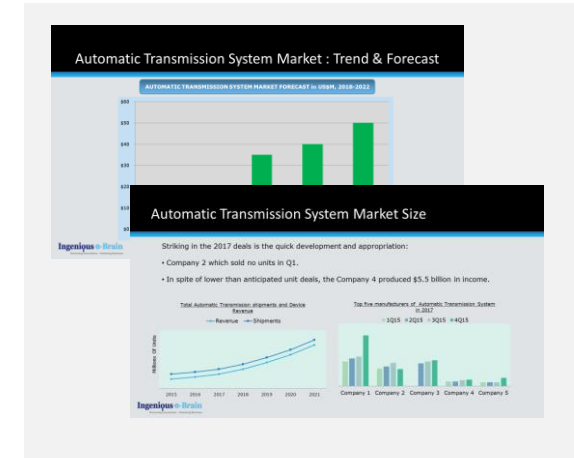|	MARKET OVERVIEW	MARKET POTENTIAL ASSESSMENT	SUPPLY CHAIN ANALYSIS	COMPETITOR ANALYSIS
KEY QUESTIONS	▪ What in the overall market structure? ▪ What are the different types of automatic transmission systems commercially available in the market?	▪ What is the current market potential for the automatic transmission systems? How is it projected to change in the future? ▪ What is the market split of by type of system and type of vehicles?	▪ What is a typical supply chain for this market? ▪ How to achieve cost optimization by improving the supply chain?	▪ Who are the key players in the MENA market? ▪ What is their product portfolio? ▪ What is their respective market share?
SUGGESTED SOLUTIONS	▪ IEBS will analyze the market structure in MENA and understand the type of players, technological innovations, drivers, constraints, challenges and products. ▪ IEBS will provide an in-depth segmentation of type of automatic transmission system available in the market.	▪ IEBS will design an excel based model to calculate the historical market demand. This model with incorporate both primary and secondary market insights. ▪ The future market will be estimated by incorporating the impact of drivers, challenges and constraints along with the information gathered through primary and secondary research.	▪ IEBS will identify the major entities of the supply chain and evaluate the cost associated at each level. ▪ The team will analyze and recommend cost optimization steps for each step or the most important step.	▪ IEBS will generate an exhaustive list of the manufacturers of automatic transmission systems. ▪ The team will list down the key players by analyzing their annual reports, product portfolio and geographic reach. ▪ Detailed company profiles of top five players along with financial analysis will be provided.

Project Results

MARKET OVERVIEW	MARKET POTENTIAL ASSESSMENT	SUPPLY CHAIN ANALYSIS	COMPETITOR ANALYSIS

SAMPLE SLIDES

DATA POINTS COVERED

- IEBS provided detailed structure for the MENA market and offered detailed analysis of the type of players, technological innovations, drivers, constraints, challenges and products.
- The team provided in product segmentation for all possible systems available in the market commercially.

- IEBS used excel based models to evaluate the market size for sensor-based disease measuring devices. Each data point was validated through primary research and expert consultations.
- The market size by different products and vehicles was also provided.
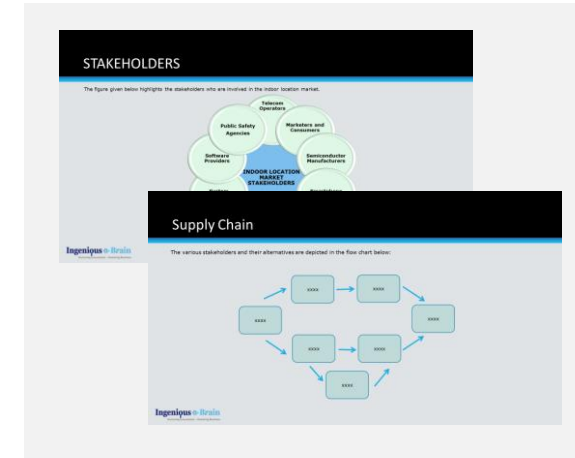
- IEBS studies various patent and non-patent literature to identify the various low patent areas and white spaces.
- Each of these areas was compared to the relevant segments to identify the potential areas for investment.
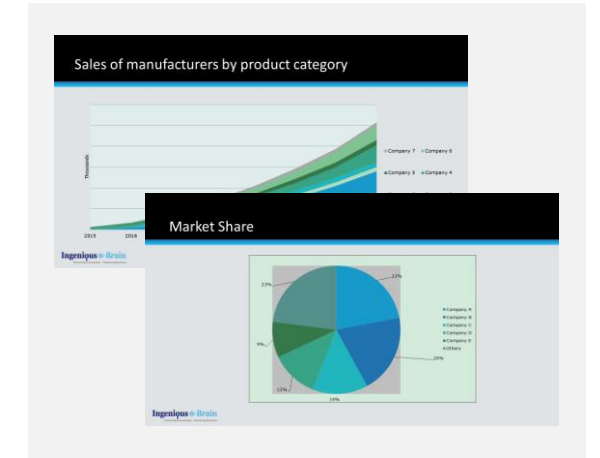
- IEBS provided a detailed product and services benchmarking of top five players operating in the MENA market.
- Market share on top five players also with their company profiles was also provided.