

Automotive Market Analysis and Business Strategy



Vehicle components business assesses growth options in emerging market segments

Objective

Evaluate growth pathways to recommend a new product line growth strategy

Approach

BCE assessed the addressable market size, competitive landscape, customer needs, and purchasing processes. We then conducted an internal gap analysis to evaluate the client's strengths and weaknesses within the market. Additionally, we researched potential acquisition targets to fill the client's portfolio gaps.

Outcome

BCE recommended two acquisition targets to strengthen the client's product portfolio, strategic OE relationships, and brand reputation. Additionally, we identified geographies and product development initiatives to drive organic growth across OE segments.

