A Prominent Chinese Automaker Enhances its Strategy for Global Market Expansion in Partnership with S&P Global Mobility

Client

A leading automotive manufacturer in China.

Overview

A leading Chinese automotive manufacturer uses S&P Global Mobility's data solutions to navigate international markets and drive sales growth.
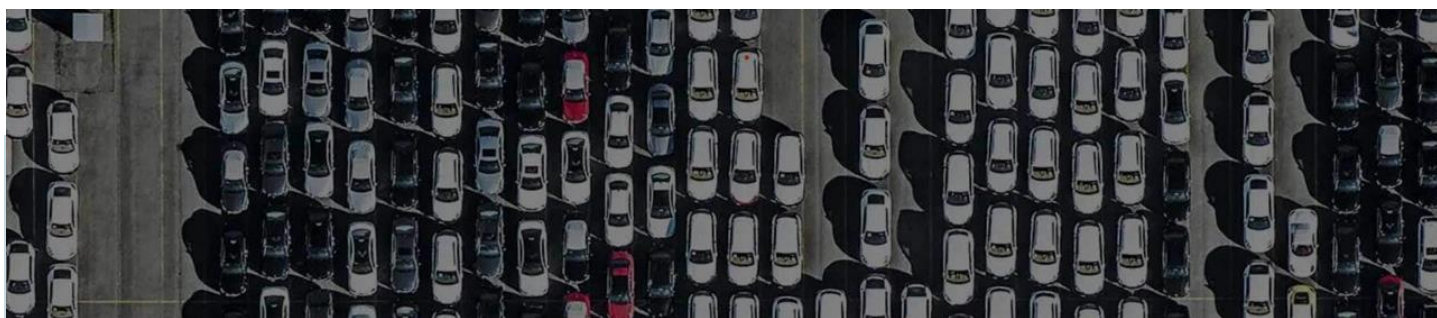
The automaker, now one of China's largest OEMs, is pursuing proactive international expansion despite facing significant global competition and market complexities.

Topic

A leading Chinese automotive manufacturer leverages proprietary data solutions from S&P Global Mobility to navigate the challenges of international markets and achieve strategic optimization of delivering sustained sales growth. Navigating the global business landscape needs accurate and timely insights on the local market landscape and technology infrastructures.

Background

After several decades of development, the automaker has become one of the largest, local Original Equipment Manufacturer (OEM) in China. As the pace of globalization accelerates, the company pursues a proactive international expansion strategy focusing on Europe, Southeast Asia and North America. However, the complexity of global markets and the intensity of competition created significant challenges throughout their expansion efforts.

Challenges

- **Limited familiarity with local markets**: Entering new regions without a deep understanding of consumer preferences, cultural nuances and market dynamics created difficulties in product positioning and market strategy formulation.

- **Insufficient competitive intelligence:** The company lacked comprehensive visibility into competitors' product offerings pricing approaches and market performance across global markets which constrained their own development of effective, benchmarking strategies.

- **Need for real time market visibility:** Senior leadership required timely access to sales trends and competitive movements across regions to adjust strategy and allocate resources timely to ensure agility in market actions.

Pain Point

The following pain points also ensued:

- **Delayed information:** The absence of timely market data limited its ability to react promptly to shifts in market demand and addressing competitive activity, thus reducing decision making efficiency and diminishing the organization's capacity to seize emerging opportunities.

- **Misallocation of resources:** Without reliable market intelligence sources, resource deployment often carried heightened risk. This resulted in suboptimal investment decisions which weakened the effectiveness of market expansion initiatives and in some circumstances, financial exposure or loss.

- **Failure in capturing market opportunities:** Limited insight into competitors' performance impaired the company's ability to identify viable market openings or opportunities. As a result, it could not formulate effective product launch plans or market strategies and ultimately missed out on gaining potential market shares.

Strategic Solutions

To address these challenges and pain points, the automaker partners with S&P Global Mobility and acquires the necessary insights tools and market intelligence through the following data solutions:

- **Global registration data:** By accessing monthly sales registrations for all automakers across regions the company gains a complete view of competitive dynamics in each market and can adjust market strategies promptly. This dataset helps the automaker identify markets with strong potentials or performance and those that require reinforced marketing efforts.

- **Global sales forecast data:** This data set enables the automaker to evaluate future market potential and identify opportunities for product deployment in specific customer segments or profiles. Through the forecast analysis, the automaker can then refine the timing and positioning of new model launches ensuring that their upcoming products are now fully aligned with market demand.

"During its internationalization journey, the automaker faced these key challenges"

S&P Global
Mobility

Advantages of S&P Global Mobility Data Solutions

– **Extensive coverage:** The global registration data spans a broad set of countries and regions and delivers a detailed market view which supports the development of appropriate strategies across different markets.

– **Timely updates:** Real-time updates ensure access to the most recent market developments enabling rapid responses to change conditions and reducing the likelihood of decision-making errors caused by outdated information.

– **Data visualization:** The data provided by S&P Global Mobility Solutions can be integrated into the company's business intelligence systems improving internal applications and data presentation and enhancing decision making efficiency. Through visualizing output, management team can interpret market trends and competitive dynamics more intuitively.

Implementation Process

During implementation, the automaker works closely with S&P Global Mobility team to ensure that the data is seamlessly integrated and efficiently applied. The automaker's market analysis team also receive regular training on the use of the solutions and incorporate them into their market research and strategic planning process. Regular data review sessions have enabled the company to adjust its market strategies promptly and maintain competitiveness across international markets.

"The insights and analysis offered by S&P Global Mobility provide the depth and breadth of the industry with clear advantages that enable the automaker to address its market challenges and pain points effectively."

Implementation Results

- **Sales growth:** Sales increased markedly in multiple international markets with Southeast Asia and Europe recording gains of more than thirty percent.

- **Higher market share:** Through precise market positioning and effective marketing execution, market share rose significantly across countries allowing the company to become an important competitor in local markets.

- **Improved decision-making efficiency:** With real-time data support, the company now enhances its decision-making efficiency, responds more quickly to market shifts and adjusts its product strategy and resource allocation measures more effectively.

Future Collaboration Vision

Looking ahead, the automaker and S&P Global Mobility will continue to deepen their strategic partnership. Both parties plan to advance their cooperation in the following areas:

- **Enhancing data analysis capabilities:** By continually improving analytical tools the automaker will then be able to examine market potential more thoroughly and develop market strategies with greater precision.

- **Supporting market expansion:** S&P Global Mobility will continue to provide market intelligence and analytical support helping the company establish itself more rapidly in new international markets or market segments.

- **Product innovation and development:** Drawing on feedback from global markets the automaker will be able to adjust its product portfolio with greater flexibility to meet the needs of different regions and strengthen the competitiveness of its products.

- **Long term strategic cooperation:** Both sides will explore long term cooperation in areas including technology innovation, market research and brand development working together to address future market challenges.

Conclusion

This case study from a leading Chinese automaker demonstrates how data-driven decision making can help address the challenges of global markets. With support from the data solutions and strong partnership with S&P Global Mobility, the automaker has overcome the issues of market unfamiliarity and limited competitive intelligence, and it has now strengthened its international market strategy by laying a solid foundation for continued growth. Through its deepening collaboration with S&P Global Mobility, the automaker is positioned to continue advancing its leadership in global markets and to achieving a stronger performance year on year.

> "By applying global registration data and global sales forecast data, the automaker resolves the issues of market unfamiliarity and limited competitive intelligence. The outcomes were evident in the following areas"

About S&P Global Mobility

At S&P Global Mobility, we provide invaluable insights derived from unmatched automotive data, enabling our customers to anticipate change and make decisions with conviction. Our expertise helps them to optimize their businesses, reach the right consumers, and shape the future of mobility. We open the door to automotive innovation, revealing the buying patterns of today and helping customers plan for the emerging technologies of tomorrow.

S&P Global Mobility is a division of S&P Global (NYSE: SPGI). S&P Global is the world's foremost provider of credit ratings, benchmarks, analytics and workflow solutions in the global capital, commodity, and automotive markets. With every one of our offerings, we help many of the world's leading organizations navigate the economic landscape so they can plan for tomorrow

Contact Us
Email   **AskMobility@spglobal.com**

Telephone
America   +1 800 447 2273
Asia Pacific   +604 291 3600
EMEA   +44 (0) 134 432 8300
Japan   +81 3 6262 1887

Corporate Site
Chinese   **spglobal.com/China_Automotive**
English   **spglobal.com/Mobility**
Japanese   **spglobal.com/Japan_Automotive**
Korean   **spglobal.com/Korea_Automotive**

Calendar
spglobal.com/AutoCalendar

Content
spglobal.com/TheMobilityPaper

Connect

Conversation
spglobal.com/ConversationalSurvey

Customer Bulletin
spglobal.com/MobilityBulletin

Mobility LinkedIn Group   **Mobility Youtube**

S&P Global Mobility WeChat (Public)   **S&P Global MobilityWeChat (VIP)**