

Auto Parts Retailer

Problem:

- A leading auto parts retailer in Europe, selling auto and light truck parts, chemicals and accessories over 1,000 stores in Western Europe
- Heavily committed to customer service and giving back to the community.
- Strong financial performance, amongst top performers in sector

Approach:

- Development of price strategy for company's expansion into Eastern Europe.
- Mapped out competitive strengths & weaknesses in Eastern Europe
- Conducted both elasticity and focus groups to determine customer(s) segments willingness to pay for products & services
- Included segment specific price strategies, impact assessment and supply chain alternatives.
- Provided retailer with four strategic marketing and pricing alternatives depending on the goals & objectives of the organization
- Provided both tactical & strategic pricing opportunities

Impact:

- Strong initial launch in four countries
- Eastern European operations projected to achieve profitability in 3rd year (initially planned for 5th year)