



## **Case Study**

Client: Leading automotive supplier of lighting components

## **Background**

The client developed an advance lighting concept for heavy-duty trucks and needed to test the receptivity and acceptance by fleet operators and determine overall market potential and entry tactics.

## **Assessing and Validating Market Opportunity**

Marketplan first interviewed a select group of fleet operators that represent industry thought leaders. This was a unique data-gathering approach; a video comparing standard and advanced lighting performance was sent to these contacts. Additionally, interviews were conducted with leading vehicle OEMs. The OEM group believed the client was best served by pursuing auxiliary lighting as an entry strategy since they did not have a base of distribution to support aftermarket needs.

## **Recommendations**

Marketplan recommended the client pursue the auxiliary lighting opportunity with an emphasis on comparative advantages of greater safety, driver performance, and product life. Entry should be made by positioning the product as a premium product.

## **Actions and Results**

The advance lighting systems are now provided as an option on every heavy-duty vehicle sold to fleets and independent owners.