

„We make global markets transparent“

Experts
in Market
Intelligence &
Benchmarking

anp management consulting GmbH

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Competitor Benchmarking: Global Purchasing Organization

Client

- Vehicle Manufacturer
- Business: Passenger Vehicles
- Position: Head of Global Purchasing

Content (excerpt)

- Documentation of total purchasing organization structure incl. all brands and departments
- Structure of Global Purchasing Organization [OEM Competitor]:
 - => Headquarters/Departments
 - => International/Local Organization/Brands
- Headcounts split by purchasing organization, departments & brands
- Roles & responsibilities of departments

Project Approach

- Desk Research
- In-depth Expert Interviews: Face-to-Face & Phone
- Time frame: 8 weeks

Team

- Project Manager
- Analysts & Consultants
- Team size: 4

Added value

- Detailed insights in competitors' organization with regard to headcounts, functional dependencies, hierarchical structure, interpersonal cooperation
- Concrete starting points for internal optimization

Competitor Technical Benchmarking & Value Engineering: Carry over parts & platform

Client

- Vehicle Manufacturer
- Business: Passenger Vehicles
- Position: R&D Head of Packaging

Content (excerpt)

- Investigation objects: Five competitor vehicles based on the same platform
- Advise for optimizations related to costs, engineering & materials
- Component selection in ABC perspectives of customer value vs. part costs; focus on most promising combinations of high value at low cost
- Identification of examples for OEM-wide standardization/modularization; Product Cost Calculation of selected parts

Project Approach

- Vehicle Tear Down
- Analysis Bill of Material (BOM)
- Expert view and parts analysis on site
- Time frame: 6 weeks

Team

- Project Manager
- Consultants
- Team size: 3

Added value

- Valid basis for client's product & product cost optimization; Evaluated and approved cost reduction measures about competitors' product costs; Valuable hints for weight saving potential; Advisory related to optional engineering solutions as well as alternative product design

Benchmarking: Working time regulation & human resources policy

Client

- Global player mechanical engineering
- Business: Machinery, services & equipment
- Position: Head of HR/Legal

Content (excerpt)

- Weekly working time
- Flexible or fix working time/hours
- Part time concept / lunch hours / extra time
- Time tracking and registration / training schemes
- Flextime account and transferability of flextime
- Regulation of working time/hours for business trips
- Policy for handling of (extensive) sick leave (escalation method)
- Car leasing / company phone / flight policy & company pension scheme

Project Approach

- Questionnaire
- Desk research
- In-depth Expert Interviews

Team

- Project Manager
- Consultants
- Team size: 3

Added value

- Benchmark market- and competitor insights
- Decision-making basis to adapt new rules and regulations in the field of HR policy and incentive system

Market Due Diligence: Supplier acoustics parts

Client

- Automotive supplier
- Business: Acoustic parts
- Position: Managing Board, Private Equity Owner

Content (excerpt)

- Check-up sales/turnover/customers etc.
- Market potential and competitor analysis
- Product & customer ABC-Analysis
- Pricing and innovation analysis
- Assessment of R&D potential
- SWOT analysis
- Strategy development & Foresight
- Identification of growth levers
- Final evaluation and recommendation

Project Approach

- Desk research, Questionnaire for clients
- Face-to-Face Interviews
[Management, Sales, R&D, HR & Customers]
- Customer Satisfaction Analysis

Team

- Project Manager
- Consultants
- Team size: 3

Added value

- Final assessment and input for Board of Management
- Decision-making basis, insights and foresight for private equity owner
- New setup of sales & marketing team

Market Due Diligence: Supplier electronic & plastic parts

Client

- Supplier of plastics and electronic parts
- Turnaround project - supplier was in crisis
- Business: Medical, Electronics, Automotive
- Position: Managing Director, Head of Marketing & Sales

Content (excerpt)

- Plausibility check business plan: Sales/turnover
- Scenario planning taking into account the essential basic premises
- Product & customer ABC-Analysis
- Pricing and innovation analysis
- Assessment of R&D potential
- Employee audit Sales/Marketing dpt.
- Determination of critical success factors
- SWOT analysis
- Final evaluation and recommendation

Project Approach

- Desk research
- Face-to-Face Interviews
[Management, Marketing, Vertrieb, F&E]
- Customer Satisfaction Analysis

Team

- Project Manager
- Consultant
- Team size: 2

Added value

- Final assessment and input for Board of Management
- Insights and foresight for private equity owner
- Decision-making basis with regard to investments, products/services as well as HR.

M&A Support: Target screening & profiling Eastern Europe

Client

- Mechanical Engineering
- Injection Moulding & RTM
- Position: Head Marketing & Business Development

Content (excerpt)

- Client wanted to expand its business in Eastern Europe
- Identification M&A targets in
 - Ukraine
 - Poland
 - Bulgaria
 - Slovenia
 - Hungary
- Company profiles & Long List
- In-depth profiles of competitors from short list

Project Approach

- Definition of search profile for possible targets
- Desk Research
- Expert Interviews in local languages
- Time frame: 4 weeks

Team

- Project Manager
- Analysts
- Team size: 4

Added value

- Executive board template
- Basis for further strategic decision-making
- Transparency of the local competitor landscape

Aftermarket: Competitor Data Collection in 30 countries

Client

- Automotive Manufacturer
- Business: Premium Passenger Vehicles
- Position: Network Development Manager EE

Content (excerpt)

- Locating dealership of six competitors
- Distribution formats for potential competitors
- Size of the locations
- Cars on display (New / Used Vehicles)
- Equipment: Work bays, HV repair, body shop ...
- What are the services offered at the different locations?
- Compare current status quo of initiatives vs. benchmark/ best in class

Project Approach

- Combination of desk sources with interviews calling the dealers and repair workshops
- Validation of data by personal visits of dealerships
- Time frame: 3,5 months

Team

- Project Manager
- Analysts & Consultants - Local teams
- Team size: 10

Added value

- ANP delivered thousands of market data for client who will introduce new after sales concepts and programs. Client gains knowledge where the existing dealer & service network will be expanded
- Identify opportunities/initiatives to increase turnover in Eastern Europe

Aftermarket: Identification of service and spare parts for predictive maintenance systems

Client

- Global leading automotive supplier
- Business: Predictive Maintenance
- Position: Head of Future Technologies Aftermarket

Content (excerpt)

- Most frequently replaced components by vehicle type and age
- Service intervals
- Wrongly replaced components
- Spare parts rankings
- Kilometer rankings

Project Approach

- Preparation of questionnaire & basic desk research
- 100 phone interviews in Germany, UK, Italy & Poland [OEMs, Repair shops, Logistics & Fleet Companies]
- Time frame: 3 months

Team

- Project Manager
- Consultant
- Team size: 5

Added value

- Understanding of customer needs and general market
- Profound information related to the current market position and future perspective of predictive maintenance

Global Market Research: Raw materials & supplies

Client

- Automotive Manufacturer
- Business: Passenger Vehicles
- Position: Head of Cost Controlling

Content (excerpt)

- Research of market prices of 25 raw materials and supplies in 50 different countries as well as in 400 most important regions/hot spots measured by the "industrial output"
- Deliverable:
Excel File incl. all secondary and primary sources

Project Approach

- Desk Research
- Expert Interviews
- Time frame: 3 months

Team

- Project Manager
- Consultant
- Team size: 8

Added value

- All data have been verified by the customer
- Market priced were entered into the OEM cost management tool and serve now as a basis of the future global cost controlling

Market Potential Analysis: Aluminium Gravity Die Casting NAFTA & EU

Client

- Automotive Supplier
- Business: Metal casting and engineering
- Position: Head of Marketing

Content (excerpt)

- Market development: Total market, automotive market, applications, market volume & shares
- Main automotive applications & technologies
- Key market trends
- Validation of future possible substitution by other materials/technologies
- Top competitors with reference to revenue, products, market share, locations

Methodology

- Desk Research NAFTA / EU
- In-depth Expert Interviews: Face-to-Face & Phone
- Time frame: 10 weeks

Team

- Project Manager
- Analysts & Consultants
- Team size: 3

Added value

- Knowledge of market size, -volume, -potential
- Identification of competitors
- Secure basis for investment decision-making

Market Potential Analysis: E-Mobility Electric Forklifts/Lift Trucks in the USA

Client

- Supplier Battery Systems for diverse industries
- Business: Li-Ion batteries Aerospace, Transportation
- Position: CEO

Content (excerpt)

- Distribution/sales channels & main distributors
- US-based forklifts/forklift trucks OEMs and end customers
- Possible strategies for client to enter the market
- Identification and profile of market competitors
- Market volume/share lead acid vs. Li-ion batteries
- US-typical requirements named from end users/distributors and OEMs
- Factors impacting TCO

Methodology

- Desk Research
- In-depth Expert Interviews
- Time frame: 10 weeks

Team

- Project Manager
- Analysts & Consultants
- Team size: 3

Added value

- Valid and transparent information base for the Business Unit Batteries
- Today client is already active in the US Forklift market

Market-/Competitive Intelligence: Exhaust Aftertreatment Systems Europe

Client

- Global Automotive Supplier
- Business: Exhaust Aftertreatment Systems
- Position: Head of Business Development & Marketing

Content (excerpt)

- Which kind of sourcing strategy follow the competitors?
- Which sales and purchasing collaborations are pursued/ applied by the four players in the field of diesel engines?
- Validation of hypothesis in terms of margin: Diesel Engine OEMs cut their range of variety of diesel engines because it is not worth any longer. More diesel engines no longer meet the emission standards. Who is affected if above is true?

Project Approach

- Desk Research
- Expert Interviews
- Time frame: 7 weeks

Team

- Project Manager
- Consultant
- Team size: 2

Added value

- Profound knowledge to develop the sales strategy
- Evaluation of needs for possible collaborations
- Validation and assurance of own market assessment

Market Intelligence: Premium Car Market in China

Client

- Global Automotive Supplier
- Business: Interior Premium Parts
- Position: Global Director Marketing & Design

Content (excerpt)

- What does Premium Car and Luxury in Automotive mean for Chinese Customers?
- What are the Key Buying Factors?
- Reasons why Chinese people buy luxury cars
- Luxury market trends
- How does the car Interior of the future look like (2025/2030) in the Chinese Market?
- What are the special characteristics and differences from the market in Europe?

Project Approach

- Desk Research [German, English, Chinese]
- ❖ In-depth Expert Interviews Chinese Language
- Time frame: 6 weeks

Team

- Project Manager Germany
- Analyst & Consultants China
- Team size: 3

Added value

- Better understanding of the Chinese premium market
- Basic knowledge in order to develop a suitable market strategy for local OEMs
- Market foresight

Strategy & Foresight: Development of a market growth strategy for PC on the Asian market

Client

- Raw material supplier
- Business: Business Unit (BU) Polycarbonate (PC)
- Position: Head of BU PC APAC

Content (excerpt)

- Market analysis automotive PC/PC blends APAC, China, Korea
- Identification of automotive product applications
- Determination of market volume/potential/share
- Profiling of relevant competitors
- Customer survey in coordination with the client
- SWOT Analysis, critical success factors
- Growth strategy development
- Scenario presentation of market potential analysis

Project Approach

- Questionnaire
- Desk Research
- Expert Interviews (Face-to-Face, Phone)
- Time frame: 9 weeks

Team

- Project Manager
- Consultant
- Team size: 5

Added value

- Better understanding of PC market applications;
- Insights to chances and risks; valid and transparent information base for the board of directors
- Basis for strategic decision making related to the BU PC

Strategy & Foresight: Strategy development service provider laser welding

Client

- Service Provider
- Business: Laser welding for rotation-symmetric parts
- Position: Managing Director

Content (excerpt)

- Market analysis
- Competitor analysis
- Identification of service relevant applications in clients' markets
- SWOT Analysis, critical success factors
- Strategy development: Market strategy, competitor strategy, pricing & growth strategy
- Creation of a road map for customer database, customer value management, sales controlling, communication/PR, acquisition/marketing

Project Approach

- Questionnaire
- Desk Research
- 25 In-depth expert interviews (Face-to-Face, Phone)
- Time frame: 10 weeks

Team

- Project Manager
- Consultant
- Team size: 2

Added value

- Identification of growth & market potential
- Actionable marketing and strategy concept
- Formulation of relevant growth instruments
- Operative roadmap

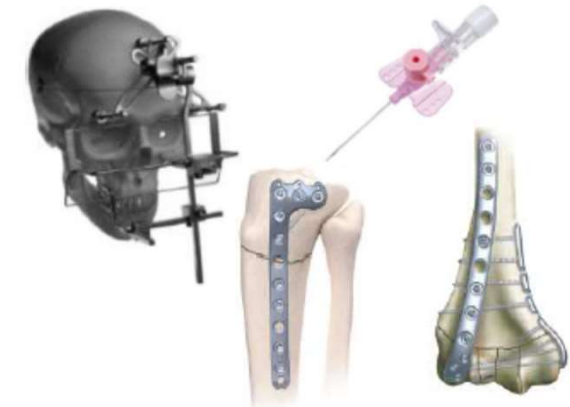
Cost Engineering: Healthcare - Life Science - Medical Devices

Technologies

- Injection molding & Extrusion
- Painting & Mounting
- Printing / Rapid Prototyping
- Bending, grinding/polishing
- Heat treatment
- Cutting zirconium oxide

Fields of expertise

- Parts and tool costs
- Development / prototype costs
- Investment costs
- Cost / concept optimization
- Installation costs/devices/machines
- Development of medical technology



Technologies

- Product optimization and production relocation of a Cryostat
- Process optimization twin-screw extruder for the production of infusion hoses
- Development of a new syringe concept for a blood plasma syringe, with focus on a significant scrap reduction in the filling and spraying process
- Development of an X-ray permeable skull clamp
- Development and construction of a production for bone levers
- Process and cost optimization of the machining of titanium implants
- Cost-optimal development of a dental machine for dentures

Tools

- Excel-based costing tools
- CAD
- CalCard
- Narrow
- Customer-specific tools
- 4cost
- CostData
- Siemens Team Center

Do you have any questions or would you like to discuss your project with us?

Contact

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