

CIS Case Studies: Manufacturing Cost Analysis – Global, Automotive

Benefit to Client:

Evidence-based P&L for a specific product line for 3 competitors across 5 sites globally.

Client Need:

Our client required a better understanding of the technical processes used by 3 key competitors in the production of a specific component used in the automotive sector, as well as site-specific manufacturing, marketing, sales and technical costs.

Approach:

CIS conducted a detailed analysis of the competitors' manufacturing sites including:

- Organizational structure for business unit
- Product portfolio and sales
- Process technology
- Manufacturing costs
- Distribution strategy
- Operations
- Manufacturing performance
- Customers, partnerships and key alliances

Methodology: Secondary intelligence gathering, telephone-based primary intelligence gathering and local area and site visits, P&L analysis

Solution:

Utilizing the intelligence gathered, CIS was able to provide the client with analyzes of product and site-specific manufacturing, marketing, sales and technical costs for all 3 competitors which provided an industry benchmark. The program output included:

- Profit and Loss statements for the targeted sites
- Analysis of key differentiators between competitors in terms of revenues, cost structures and processes employed by site
- Detailed understanding of the competitor's revenues and cost structures
- Granular and validated intelligence from deep within the competitor manufacturing location

For more information about CIS' services please contact us at one of our global offices:

Global HQ: European Office
London, UK
+44 20 8832 7905
europe@cianalysis.com

US HQ: East Coast US Office
New Jersey, US
+1 973-440-6906
us@cianalysis.com

Asia Office
Beijing, China
+86 10 65 62 90 95
asia@cianalysis.com