StratejiCo.

Mitsubishi



Customer:

MITSUBISHI

Sectors:

Manufactoring

Services:

Research and Data Analysis

Mitsubishi faced a challenge while determining the volume of its sales and operations in Turkey. As StratejiCo. we advised the correct business strategy based on market research.

Challenge

In 1991, the majority of Turkish municipalities began offering incentives to intercity bus manufacturers to renew and expand their fleets. Mitsubishi was dominating the market along with the German automaker MAN. The latter had recently made a huge investment as a result of their feasibility study predicting a significant increase in demand for buses. To respond to MAN’s bold initiative, Mitsubishi appointed StratejiCo. to independently assess market conditions and future demand.

Solution

After careful investigation and research, we determined that demand would decrease. Mitsubishi, relying on our advice, developed its marketing strategy and did not renew or expand its fleet.

Result

In the end, bus sales plummeted by 50%, forcing MAN to declare bankruptcy within the next two years. Mitsubishi saved millions and maintained profitability thanks to StratejiCo.’s advice.