



Case Study: Competitive Analysis

Client Description	The client is a multibillion dollar US based leading international supplier of transportation equipment and services to the railroad industry
Client's Requirement & Objectives	To understand its competitive landscape and market positioning Business Needs: Assessing the primary players in the American railroad industry
infoAnalytica's Approach	infoAnalytica analyzed each of the client's competitors on the basis of the following key parameters: <ul style="list-style-type: none">▪ Products and services▪ Packaging of products and services▪ Model of delivery▪ Market share▪ Pricing and contract structure Performed a comparative analysis of what the competitors are offering vis-à-vis the client to understand the competitiveness of the industry.
Value Proposition	<ul style="list-style-type: none">▪ The client acquired an insight into the industry's competitiveness, and also how third parties perceived their products and offerings.▪ Helped in crafting future strategy