



# Market Intelligence Analysis

December 2024



# AGENDA



**1.**

**Business Performance**

**2.**

**Segment Profilling**

**3.**

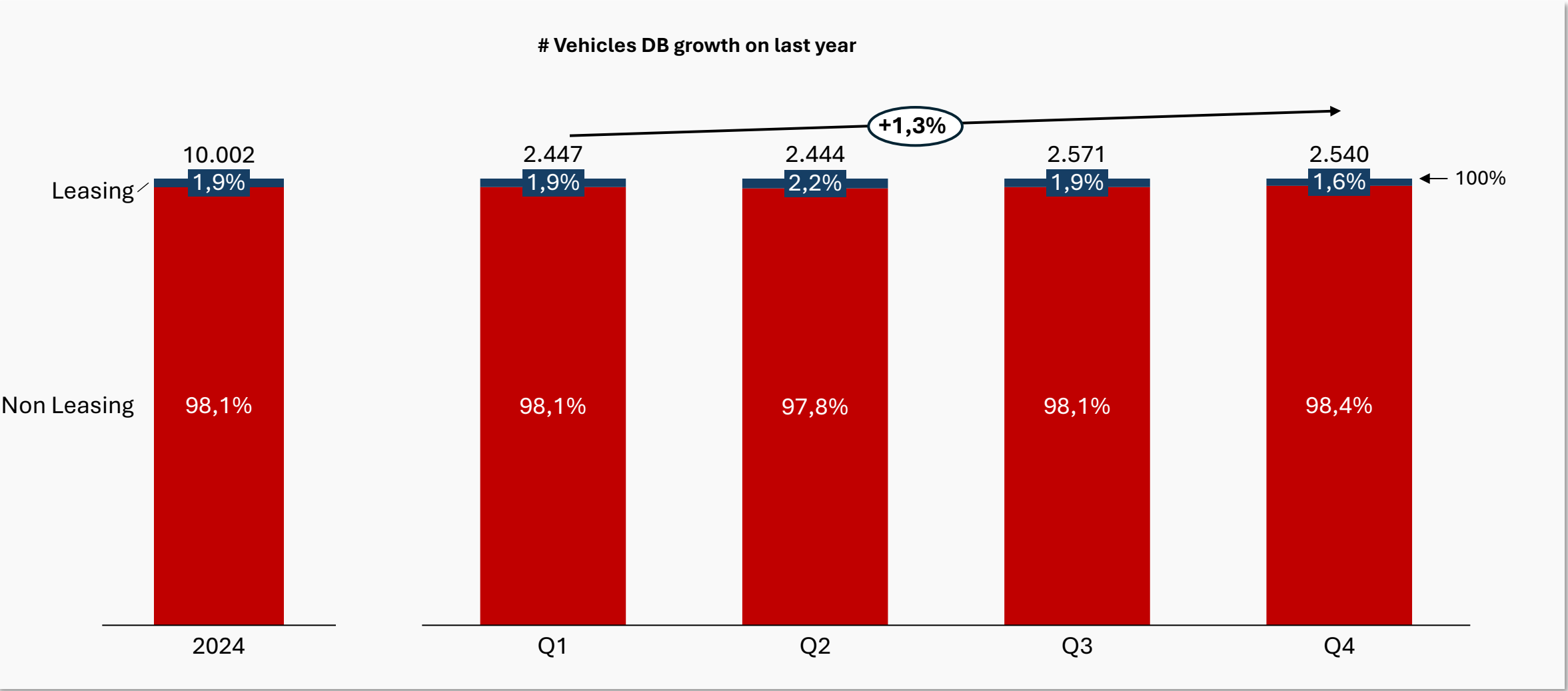
**Conclusions**

1

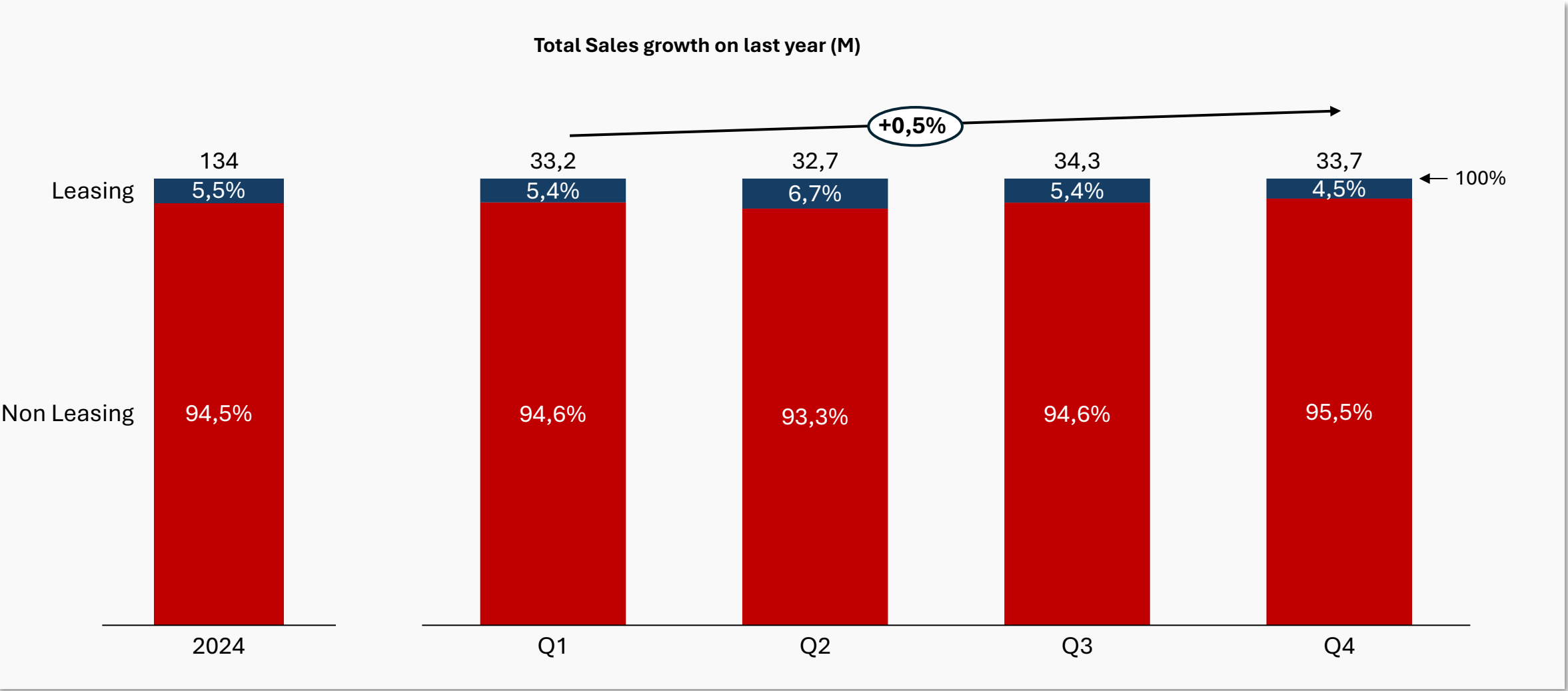
## Business Performance



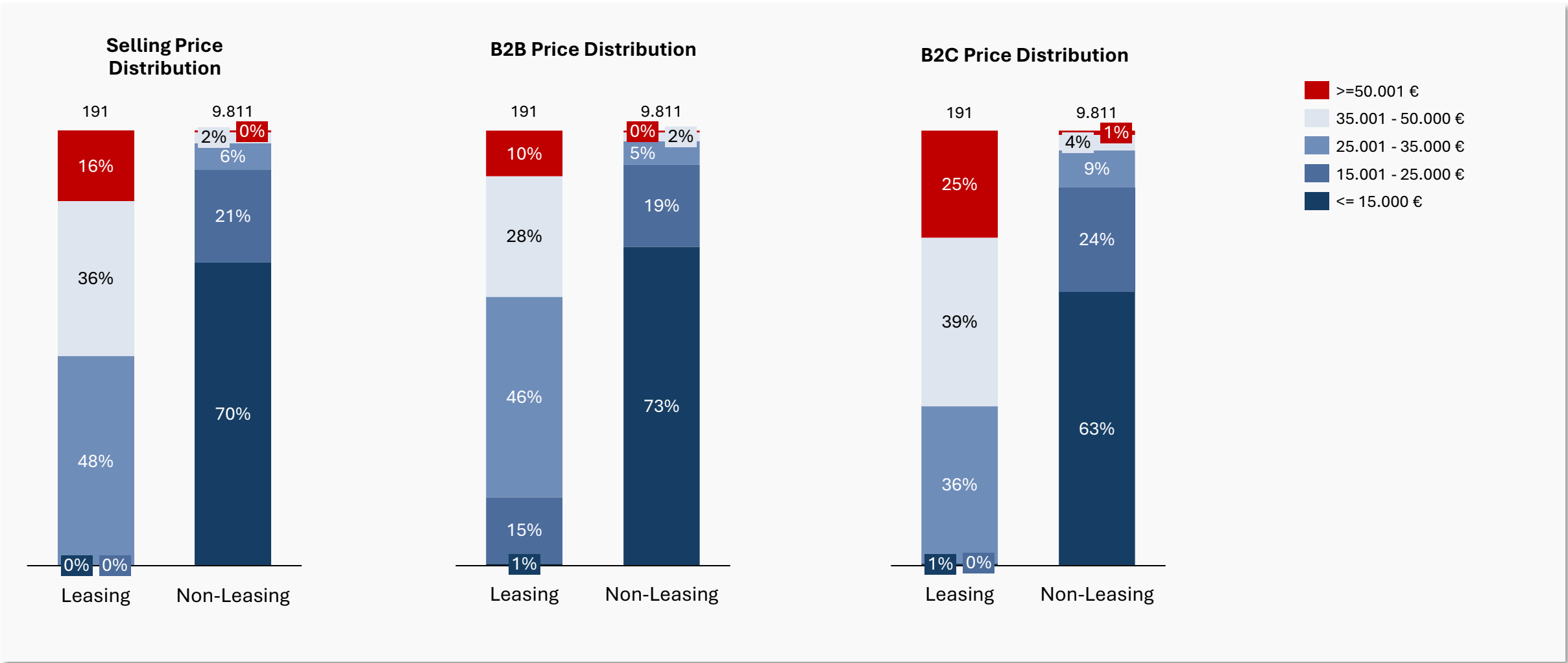
Currently, BCA has 10k vehicles sold and a sustained growth of 1.3% quarter, but leasing segment share is small and decreasing



Although low share on leasing segment, sales in this segment represent ~6% of total sales



# Compared to B2B market BCA is selling leasing vehicles with higher prices but still with competitive prices when comparing to B2C market





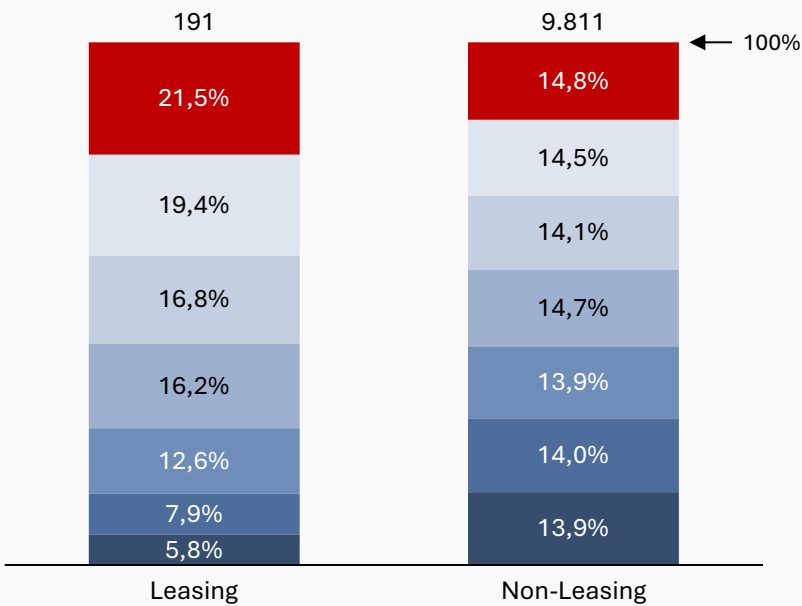
# 2

## Segment Profiling

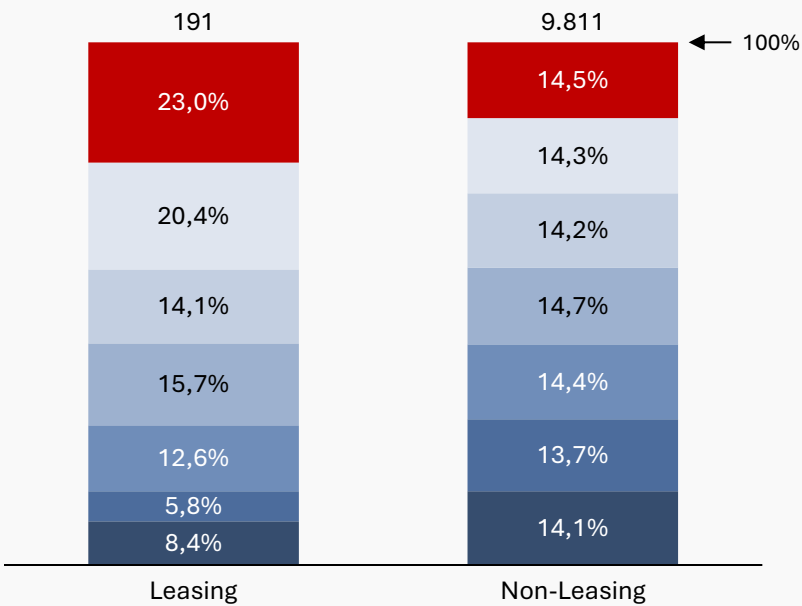


# In leasing segment, sellers and buyers come from wealthier countries when comparing to non-leasing segment

Nr. Vehicles sold by Selling country



Nr. Vehicles sold by Buying country

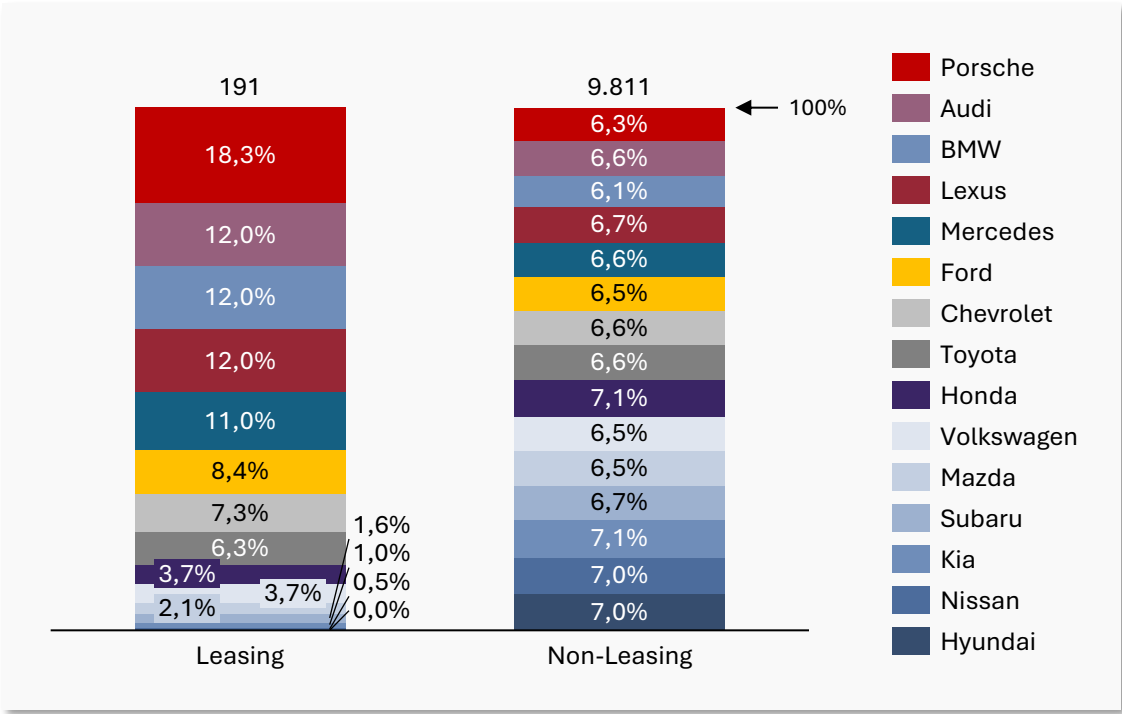


Netherlands Deutschland Spain Poland  
France Italy Portugal

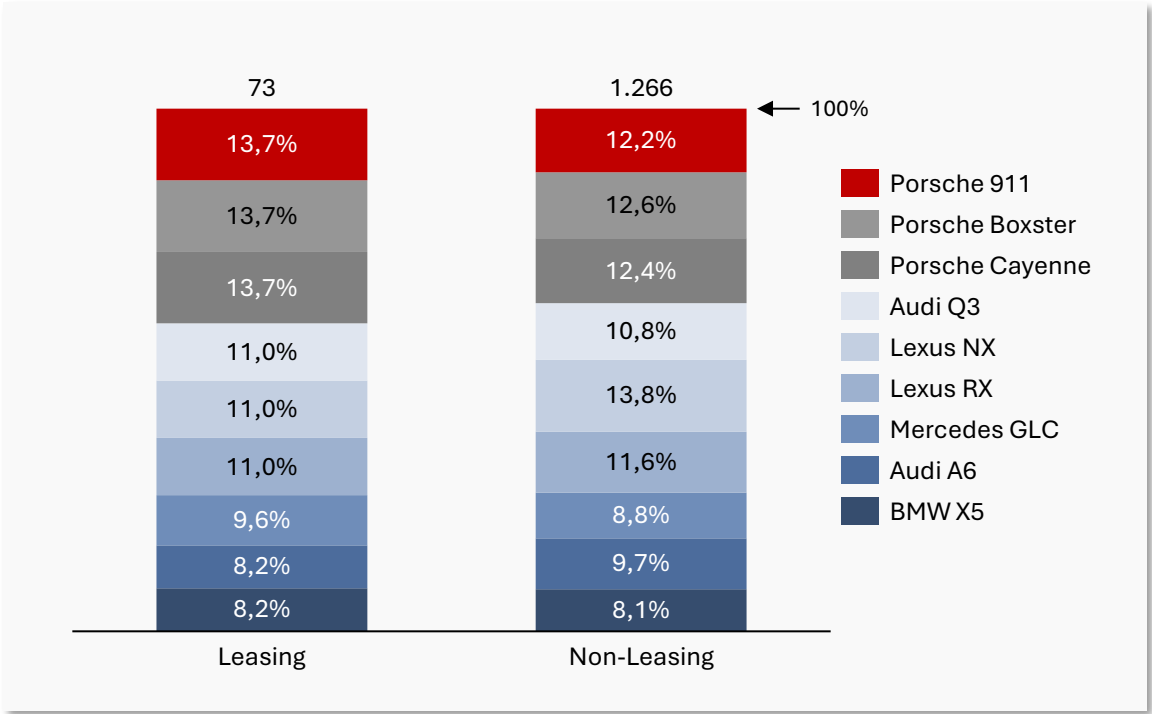


# Moreover, leasing segment sells wealthy brands and models comparing to non-leasing segments

Nr. Vehicles sold by Brand

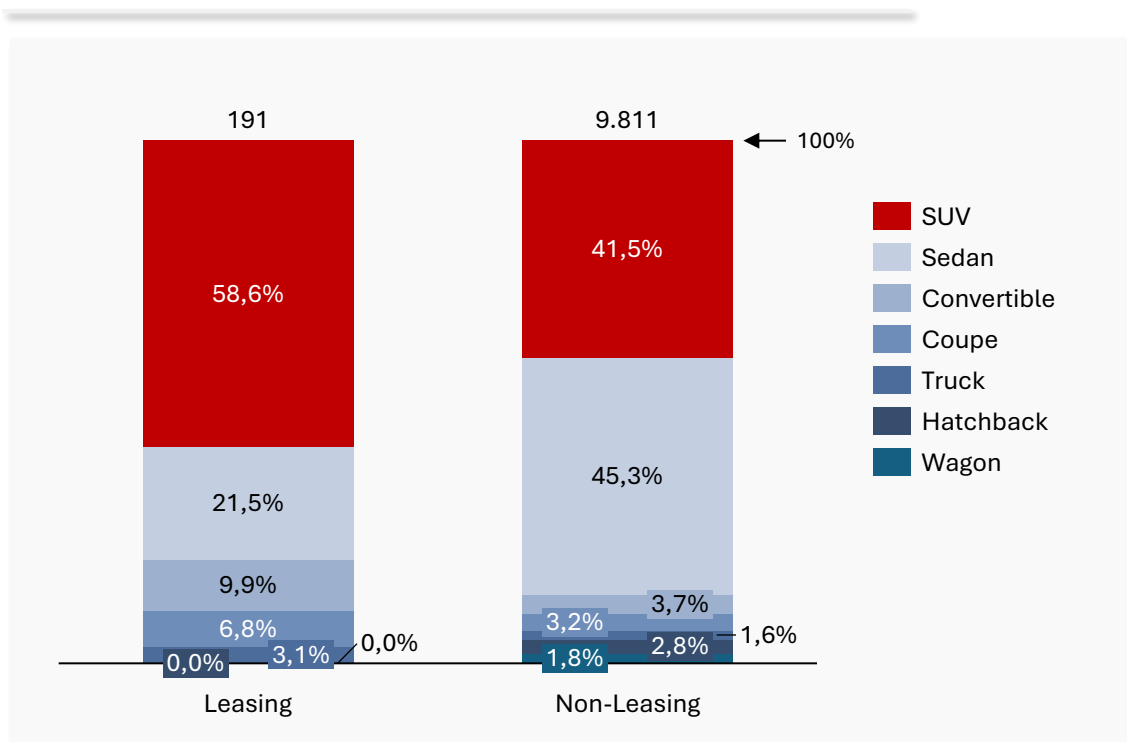


Nr. Vehicles sold by TOP10 Models

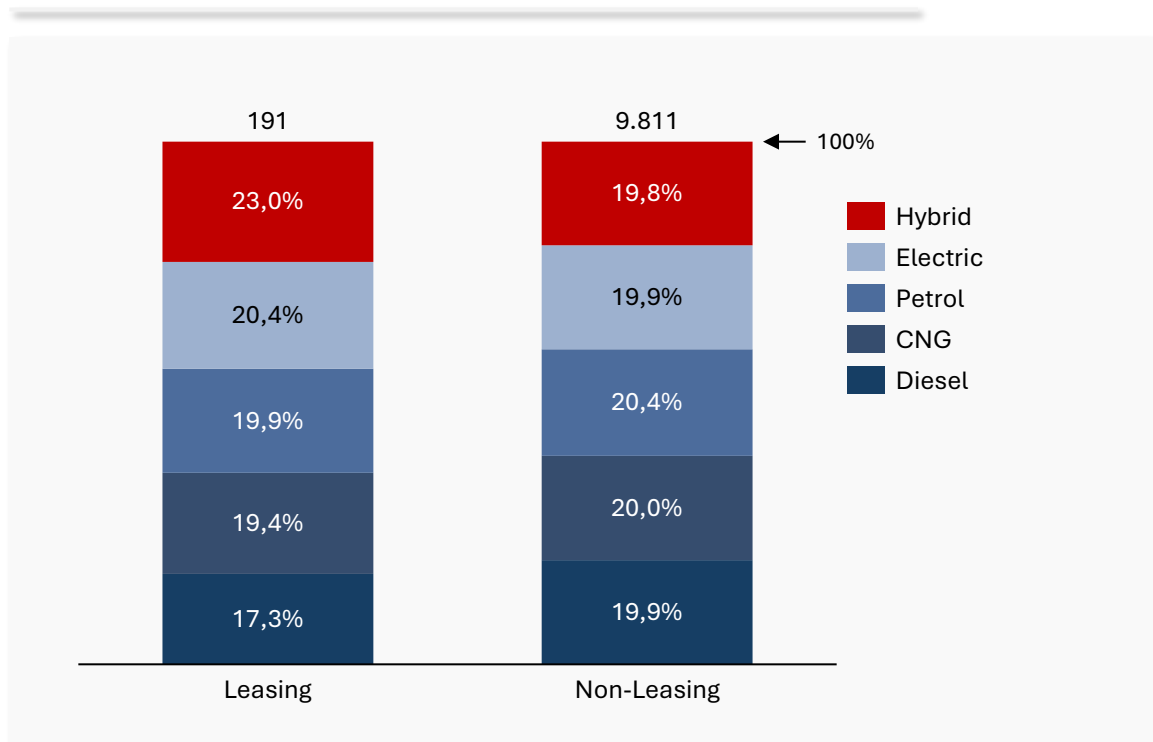


# SUV's and Hybrid or Electric cars are sold more in leasing vs non-leasing segment

Nr. Vehicles sold by Body Type

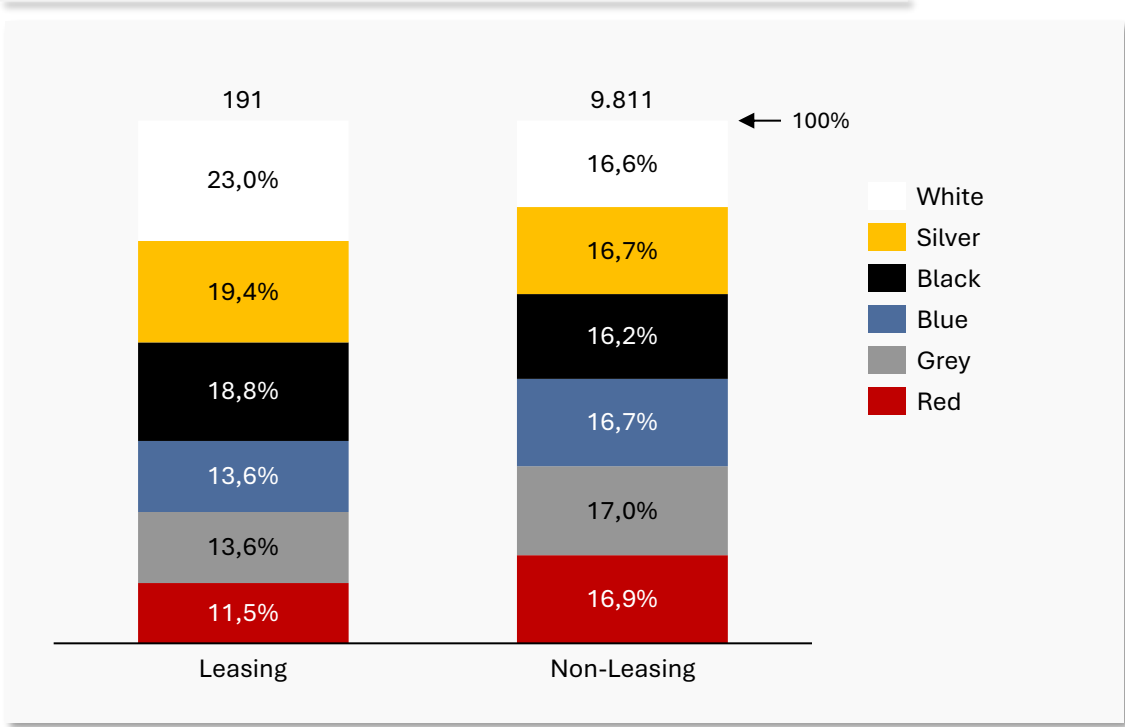


Nr. Vehicles sold by Fuel Type

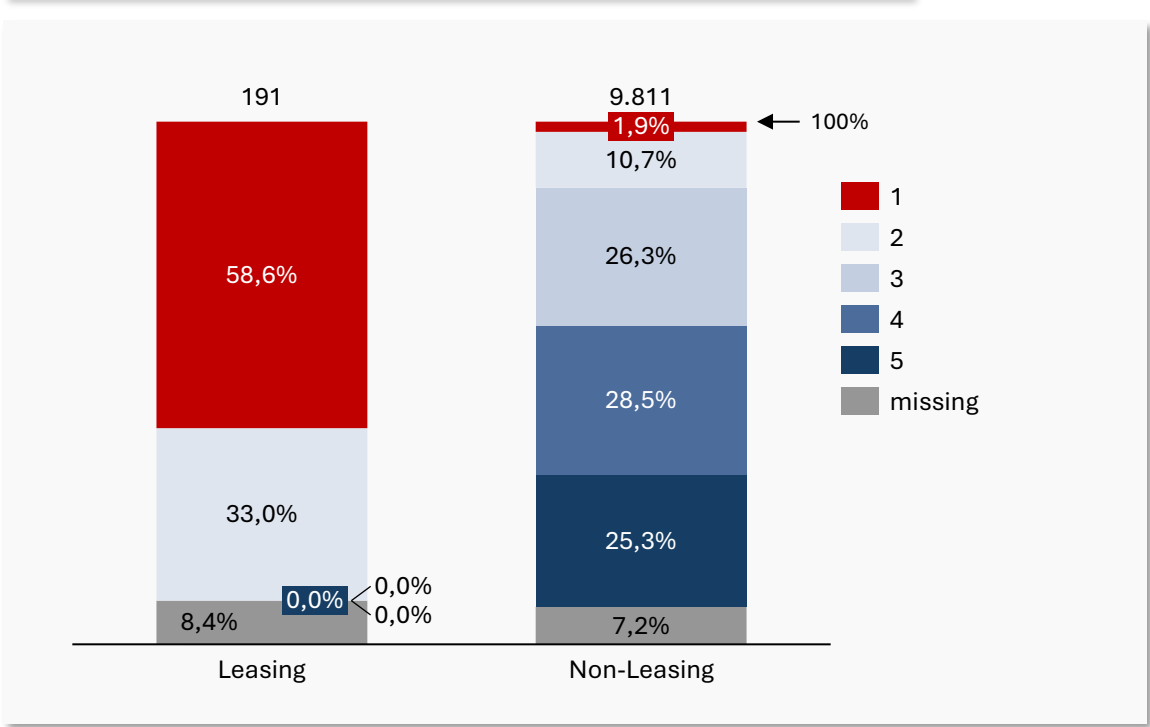


# As for the condition and colour, leasing segment stands out in 1 and 2 grade and in white vehicles

Nr. Vehicles sold by Colour

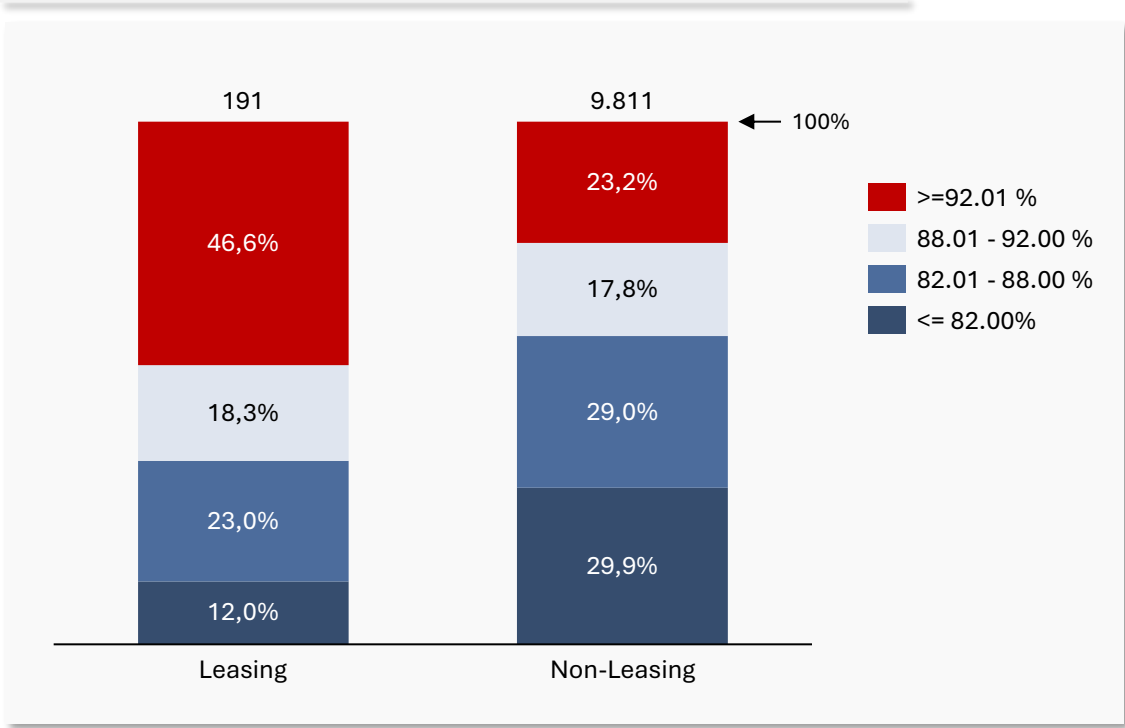


Nr. Vehicles sold by Condition Grade

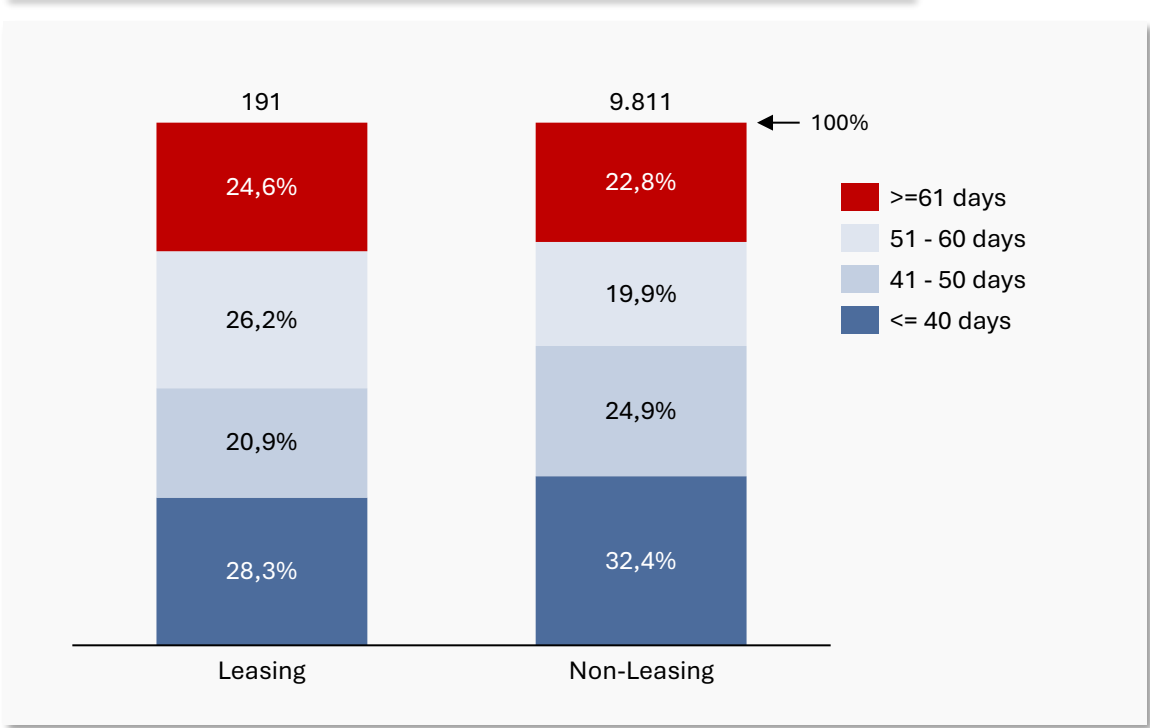


# Although vehicles in leasing segment aren't sold as fast as non-leasing, conversion rate is significantly higher in this segment

Nr. Vehicles sold by Conversion Rate



Nr. Vehicles sold by Stock Turnover





3

## Conclusions



# Conclusions

While the leasing segment remains small, it demonstrates significant advantages such as higher prices, higher conversion rates, and premium vehicle sales. There is a clear opportunity to capitalize on the strengths of the leasing segment to grow its share further

1

## Current Growth Status

- BCA has sold **10,000 vehicles** with a **sustained growth rate of 1.3% per quarter**.
- However, the **leasing segment** remains small (2%) and its share is **decreasing**.

2

## Sales and Revenue:

- Despite its small share, the **leasing segment** contributes ~6% of total sales.
- Vehicles in the **leasing segment** are sold with **higher conversion** rates compared to the non-leasing segment.

3

## Profile:

- Leasing vehicles are primarily sold and bought by **wealthier countries** compared to non-leasing vehicles
- The leasing segment includes **wealthier brands** like Porsche, Lexus, and Mercedes and focuses on models such as **SUVs and hybrid/electric cars**.

4

## Price competitiveness:

- Vehicles in the leasing segment are sold at **higher prices** than in the B2B market but still **with competitive prices** comparing to B2C market.

# BACKUP

# What other info would be important for this analysis....

## Macroeconomic Indicators

- *GDP, unemployment rate, consumer confidence, consumption of high-value / leased vehicles*
- *Fuel Prices : Trends and impact on vehicle demand*
- *Legislation: regulation affecting hybrid / electric vehicles*

## Market

- *Vehicle Demand in This Segment: Trends and growth potential.*
- *Market Share: Performance compared to competitors.*
- *Vehicle Supply in This Segment: Availability and competition.*
- *Consumer Preferences: Insights into buyer choices and behaviors.*
- *Quantification of Leasing Segment Consumers in the Market: Estimating the potential customer base.*
- *Profile Comparison with Market Trends: Compare segment descriptions with broader market data.*
- *BCA Awareness: Overall and within the leasing segment.*
- *Image Attributes in the Leasing Segment: Perceived strengths of BCA (e.g., best prices, reliability, etc.).*
- *Customer/Prospect Surveys: Insights from direct feedback.*
- *Customer Satisfaction Levels: Metrics and analysis.*

## Business

- *Annual Analysis to Identify Trends: Understanding how this market segment is evolving in BCA's business.*
- *Preferred Purchase Channels: Identifying key channels for this segment.*
- *Analysis of New vs. Existing Customers: Comparing behaviors and trends.*
- *Analysis by customer segmentation ( industry, company size, purchasing pattern)*