

Market Entry Considerations for the Australian Auto Market

Client Need: Our client was considering entry to the Australian Auto Finance market and required a research paper to support their business plans.

Solution: We agreed that a combination approach would be best combining background market information with some in-person interviews against a created template to gather specific information to support the market entry and product definitions.

Result: BenchMark resources in market completed a three part exercise of general market research reporting (products, players etc.), a series of interviews with dealers to identify needs and wants and general recommendations of next steps.