

## **Wholesale Floorplan Key Strategic Research**

**Client Need:** A global auto captive was considering changes to the basis of their wholesale floorplan product in one of their key markets. They wanted to have independent data on elements of the plans operated by their peer group

**Solution:** BenchMark conducted a sponsored syndicated survey amongst all market captives on key elements of plan operation on around 30 characteristics. All participants were provided a copy of the anonymised output report. Our report was able to cover 97% of sold volume in the market, providing strategic insight into the common practices.

**Result:** The client was able to make suitable changes to their product with confidence that they were not out of step with market practices.