

Michelin Fleet Solutions Case Study

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Michelin Case Analysis Michelin is a French tyre manufacturer based in Clermont-Ferrand in the Auvergne r é gion of France. It is the second largest tyre manufacturer in the world after Bridgestone and larger than both Goodyear and Continental.

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Michelin launched Michelin Fleet Solutions to offer transportation companies comprehensive tyre management solutions for their fleets of vehicles over a three to five year period. The deal would offer customers a number of peace-of-mind benefits including better cost control, fewer breakdowns and less administration.

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The fundamental problem that Michelin fleet solution faced was the conflict of business strategy which shifted from Product-oriented to service-oriented strategy. The company failed to create a value and Brand image of MFS in customers ' mind. 2.

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Michelin Fleet Solutions Case Solution. Only if the Key Performance Indicators (KPI) were kept in accordance with the standards, it would add an additional life of 2-5 years of extra life. The location of the tire also plays an important role in the services of the company and if the tire is not in the ideal location it will add extra costs for ...

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Michelin Fleet Solutions was a good idea sought by the management after seeing the market dynamics which proved to be very favorable for such a business. Michelin was the leader in its business, but offered the product at a very expensive rate. The service market had shown good prospects in Europe but MFS could not reap them efficiently.

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The Michelin Fleet Solutions2 case study allowed participants to delve into the challenges of selling and implementing complex solutions. 1 Ulaga, Wolfgang and Werner Reinartz. " Hybrid offerings: How manufacturing firms combine goods and services successfully. " Journal of Marketing, Vol. 75 (6), November 2011: 5 – 23. 2 Renault Chlo é , Dalsace Fr é d é ric and Ulaga, Wolfgang. " Michelin ...

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Case study – From selling tires to selling kilometers! Michelin launched Michelin Fleet Solutions to offer transportation companies comprehensive tyre management solutions for their fleets of vehicles over a three to five year period. 3. Practical examples – solution proposed

Case study Michelin From selling tyres to selling kilometers!

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Michelin Fleet Solutions As Case Study

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Customized tire lease programs from Michelin can help you stay available for your customers, save fuel and reduce costs. We offer effective tire fleet solutions for a full range of applications, including transit, motor coach, refuse and all types of trucking fleets. MICHELIN ® Fleet Solutions™. It's the smart way to save your capital.

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