

PRICE BENCHMARKING STUDY FOR LEADING INTERNATIONAL LOGISTICS COMPANY IN INDIA



Ipsos Business Consulting

Client: A leading international logistics company
Industry: Travel & Logistics
Solution: Competitive Insights

Introduction

A leading international logistics company in India wanted to benchmark their pricing against the key players in the international air freight forwarding market in India. Ipsos Business Consulting identified key competitors by lanes and origin and analyzed their pricing strategies.

About the Client

The client is a leading international logistics company with a presence in air freight, ocean freight, road freight, warehousing, and distribution businesses in the country.

Business Issue

The client wanted to understand the pricing strategies of its competitors, re-align its existing pricing strategy, and maximize its revenues in the international air freight forwarding business.

Ipsos Business Consulting Solution

Ipsos Business Consulting identified key players such as logistics companies, freight forwarders, airlines, and agents in the air freight forwarding industry and studied their pricing strategy and pricing variations during the year. The pricing data was analyzed by service offered (airport-to-airport, door-to-door, airport-to-door, door-to-airport), defined consignment weight, shipment lanes, origin and destination, and other factors (airport charges, fuel surcharge, ground clearance, tax structure etc). Ipsos Business Consulting mapped the average shipping price and minimum price charged and arrived at the ideal benchmark price prevailing in the market.

Results

The client was able to use the analysis provided as guideline to determine the minimum price/maximum discount to be offered by each shipment lane and re-aligned its pricing strategy to increase the shipment load and maximize its revenue.