

ABOUT CLIENT

CLIENT

Leading Logistics Player



INDUSTRY

Logistics



PRODUCTS

BWS (Beer, Wine, & Spirits)



TARGET GEO

North America, Europe



BUSINESS OBJECTIVE

Strengthen the client's existing BWS (Beer, Wine, & Spirits) market and improve its competitive positioning in the North American and European market.

CONTEXT

Our client, a leading global logistics player, wanted to improve the market positioning of its BWS (Beer, Wine, & Spirits) logistics service in the North American and European market. They recognized a paradigm shift in the industry's approach to serving the clients in the BWS space.

Competitors (3PL and 4PL Logistics players) had begun adopting advanced white-glove delivery services for their premium customers at an accelerating pace and this shift was evident through key industry developments:

1. Rise in the demand for white-glove delivery services for super-premium alcoholic beverages in North America and Europe due to increased spending power post-pandemic.
2. Increase in the adoption of robotics and automation for advanced tracking systems, temperature control technologies, automated inventory management and enhanced packaging solutions.

Against this backdrop, the client wanted to expand in this niche market by conducting a competitor intelligence assessment, in order to investigate the strategies adopted by competitors for managing their customers' mass and premium inventory, and monitoring the big players for their white-glove delivery service releases and product launches and track funding announcement for emerging logistics players in North America and Europe.



OUR SOLUTION

Cognition executed the project using our three comprehensive research modules:

- 1. **Competitor Intelligence:** Analyzed the competitors’ financial performance and its service portfolio in terms of premium inventory management, customs and excise expertise, wet and dry bonded facilities, breakbulk options, multi-modal services, warehouse approvals, cargo security features and licenses and certificates.
- 2. **Competitor Deep-dive:** Prepared a deep-dive report on 10 shortlisted competitors (Tier 1 and Start-ups) to evaluate them on their product portfolio – with a focus on their key strategies for premium beverages, investment approach, and market footprint.
- 3. **Real-time Monitoring:** Set-up real time media monitoring for 25 competitors on key themes such as Advanced Tech (with a focus on Advanced Tracking Systems and RPA (Robotic Process Automation) in warehouses), M&As / JVs, financial releases, funding rounds (for start-ups), new product launches, etc.

OUR METHODOLOGY

Secondary Research (Human + Artificial Intelligence)

- **Data Collection:** Systematically identified competitors from various sources that included commercial databases, government registries, logistics association directories, and key transportation event exhibitors and visitor directories to understand the direct and indirect competition.
- **Human Expertise:** Our team of market analysts reviewed the AI-generated insights by using their logistics sector-specific knowledge and strategic thinking, and validated and contextualized the information, ensuring its relevance and accuracy.
- **AI-based Monitoring:** Used our proprietary SIGNALS platform for continuous monitoring of key competitors (Tier 1 and start-ups) to track critical updates around their strategies and fundings.

Primary Research (Expert Consultations): To gather key insights on strategies around premium alcoholic inventory management, we conducted expert consultations with four Logistics Coordinators and six Supply Chain Managers from Tier 1 Logistics providers.

OUTCOMES



Helped the client in implementing the premium inventory management growth strategy and report a **15% growth in revenues** in the succeeding quarter with improved profit margins



Supported the client in **inking two high-value contracts** within the premium spirits sector with combined projected annual revenues of **USD 10 million**



Increased the client’s customer base by 20% by identifying three new customer segments within the premium alcohol market