

CASE STUDY: Supply Chain Resilience Benchmarking in Manufacturing Sector

CLIENT

Global industrial equipment manufacturer



INDUSTRY

Manufacturing



PRODUCTS

Pumps, compressors, and processing systems



TARGET GEO

Southeast Asia



BUSINESS OBJECTIVE

- The client, a global manufacturer of industrial equipment, faced persistent supply chain disruptions due to geopolitical tensions and port congestion. They needed to understand how competitors were mitigating risks, diversifying sourcing, and optimizing logistics to maintain operational continuity and customer satisfaction.

OUR SOLUTION

- GTM Strategy Benchmarking:** Reviewed competitive expansion patterns in Southeast Asia by analyzing trade promotion filings, distributor agreements, and sales disclosures; supplemented by five interviews with regional sales leaders and GTM consultants.
- Channel & Distribution Analysis:** Identified common channel configurations and partner incentives across competitors by evaluating franchise reports and speaking with authorized distributors in Vietnam, Indonesia, and Thailand.
- Regulatory Navigation:** Studied product adaptations and fast-tracking mechanisms based on certification timelines sourced from national regulatory databases, validated through two compliance consultants and benchmarking against competitors' local technical approvals.

OUTCOMES

- Reduced market entry planning cycle by 2 months using competitor GTM insights
- Helped establish distributor relationships modeled on successful peer alliances
- Supported in pre-certification of 2 product lines, streamlining entry into Vietnam and Indonesia