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Providing Location Analysis for a Two-Wheeler (2W) Production Plant in Southeast Asia

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Client   A Consulting Firm

Industry   Industrials

Solution   Market Studies

Region   APAC

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OBJECTIVE AND SCOPE

The client, a leading multinational professional services firm, was working for a renowned 2W manufacturer in India, and seeked Benori's assistance in conducting a feasibility analysis of eight SEA countries to set up a 2W manufacturing plant. The study was divided into two broad phases:

- Phase 1 - Feasibility analysis of countries and selection of market

- Phase 2 - Location selection for the shortlisted country
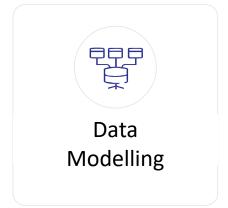
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APPROACH

Extensive secondary research was conducted to understand and collect data for the 8 SEA countries on macro-economic, critical and sector-specific factors to select the top-2 favorable countries for 2W production, followed by IDIs with senior-level executives to collect information on the selected countries. We evaluated various parameters including automotive, infrastructure, utility, manpower as well as country-specific factors and benchmarked them to arrive at the location preferences.

METHODOLOGY

Secondary Research

Primary Research

Data Modelling

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Impact

The research helped shape the client's strategy for operating in SEA 2W automotive sector by:
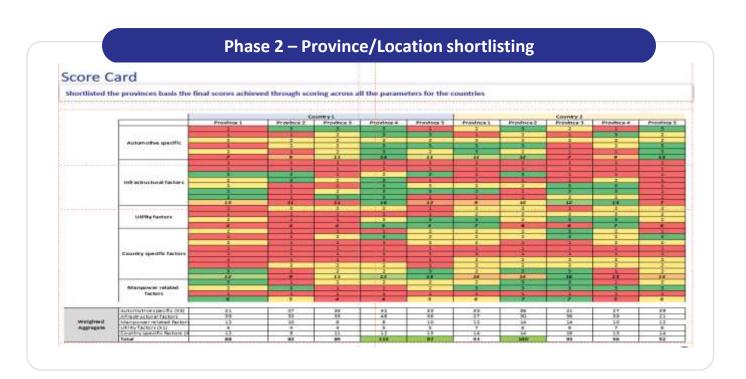
- Gaining a deep understanding of the market for 2W manufacturing in SEA countries
- Providing a detailed attractiveness matrix to narrow down to a particular country and then to a specific location where they could potentially set-up the 2W manufacturing unit

Sample Output

Phase 1 – Country shortlisting

Score Card

The 8 SEA countries are evaluated based on the various finalized parameters using the scorecard, where 3 indicates the highest score and 1 the lowest. The critical factors are given highest weightage (X3), followed by Sector Specific (X2) and Macroeconomic factors (X1)

Factors	Country 1	Country 2	Country 3	Country 4	Country 5	Country 6	Country 7	Country 8
Critical Factors	2	1	1	1	3	3	3	2
	1	1	1	1	2	3	2	2
	3	2	2	2	3	3	2	3
	3	3	2	3	1	3	2	3
	9	7	6	7	9	12	9	10
Macroeconomic Factors	2	1	1	1	3	3	2	2
	2	1	2	2	2	3	3	2
	1	3	2	1	3	3	3	3
	1	1	1	1	1	3	2	3
	1	1	2	1	2	3	2	3
	7	7	8	6	11	13	12	13
Sector-Specific parameters	1	1	1	1	3	1	3	3
	1	1	1	1	3	1	3	3
	1	3	2	3	1	1	1	2
	2	1	1	1	3	3	2	2
	1	2	2	1	2	2	3	2
	1	1	1	1	2	1	3	2
	7	9	8	8	14	9	15	14

	Weighted Aggregate		Country 1	Country 2	Country 3	Country 4	Country 5	Country 6	Country 7	Country 8
		Critical Factors Score (X3)	27	21	18	21	27	36	27	30
		Macroeconomic Factors Score (X1)	7	7	8	6	11	13	12	13
		Sector-Specific Score (X2)	14	18	16	16	28	18	30	28
		Total	48	46	42	43	66	67	69	71

Phase 2 – Province/Location shortlisting

Score Card

Shortlisted the provinces basis the final scores achieved through scoring across all the parameters for the countries

About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

Powering Growth Through Knowledge

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