

The issue

A leading digital mapping company approached SBD with a request to estimate the current and future sales of navigation systems in Eastern Europe.

The approach

By splitting the overall market into embedded systems, PNDs and Smartphone navigation, SBD was able to build a bottom-up forecasting model that considered, amongst other parameters, vehicle sales, navigation availability, map coverage and GDP. As a result, the mapping company is now in a position to plan its future investment in this region with confidence.

The outcome

The client is able to quantify the market potential of navigation in Eastern Europe, and as a result it now has the confidence to create an investment and business strategy to grow its business in these emerging markets.

To learn more about how SBD can help you with your business challenges contact Kavitha Kuppuswamy at kkuppuswamy@sbd.co.uk