

Success Story:

# **Revving Up Progress – Identifying Opportunities through a Market Study Pakistan's Automobile Sector**

## The Client:

Sazgar Engineering Works Limited (Sazgar) was established in 1991, and is renowned for producing 3-wheeler vehicles and automotive wheel rims for the tractor industry. It is a public limited company with its manufacturing facilities located in Lahore, and a presence in over 20 countries. The company is a strategic partner for Great Wall Motors (GWM) China and Beijing Automotive Industry Holding Company (BAIC) Limited, both being leading Chinese automobile manufacturers. Sazgar manufactures and markets a range of hybrid and fully electric vehicles in Pakistan.



## The Project:

This nationwide market study was based on the automobile sector of Pakistan, with the primary objective of developing the vehicular category wise demand supply patterns, identify potential avenues of growth, identify risks and suggest possible gaps to the client to enter into the market. The main objectives of the study included the following:

- Estimating existing market size and structure
- Growth of the sector over the past five years, by segment including hybrid electric vehicles (HEVs) and fully electric vehicles (EVs)
- Potential substitute products specifically in light transport vehicle segment including HEVs and EVs
- Competitor analysis
- Demand and supply estimation for light commercial vehicle and passenger car segment including HEVs and EV

- Factors influencing demand and supply
- Forecasts of demand and supply
- Regulatory regime overview including tariffs on HEVs and EVs
- SWOT analysis
- Assessment of sponsor's product; potential placement vis-à-vis market

## Project Highlights:

- Market study on automobile sector
- Assessment of market segments for entry
- Demand & supply side assessment
- Regulatory framework assessment including tariffs for hybrid and EVs

## Benefits to the Client:

- In-depth analysis and medium to long-term forecast of the Pakistan automobile market
- Informed recommendations on segments including HEVs and EVs to enter market

