

Michelin Fleet Solutions Case Study

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Michelin launched Michelin Fleet Solutions to offer transportation companies comprehensive tyre management solutions for their fleets of vehicles over a three to five year period. The deal would offer customers a number of peace-of-mind benefits including better cost control, fewer breakdowns and less administration.

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The fundamental problem that Michelin fleet solution faced was the conflict of business strategy which shifted from Product-oriented to service-oriented strategy. The company failed to create a value and Brand image of MFS in customers ' mind. 2.

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Michelin Fleet Solutions was a good idea sought by the management after seeing the market dynamics which proved to be very favorable for such a business. Michelin was the leader in its business, but offered the product at a very expensive rate. The service market had shown good prospects in Europe but MFS could not reap them efficiently.

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The Michelin Fleet Solutions2 case study allowed participants to delve into the challenges of selling and implementing complex solutions. 1 Ulaga, Wolfgang and Werner Reinartz. " Hybrid offerings: How manufacturing firms combine goods and services successfully. " Journal of Marketing, Vol. 75 (6), November 2011: 5 – 23. 2 Renault Chlo é , Dalsace Fr é d é ric and Ulaga, Wolfgang. " Michelin ...

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