

THE CUSTOMER GROUP DATABASE SERVICE



WHAT IS IT?

- Database of equipment sales by customer types, such as contractors, rental companies and extraction industries
- Coverage of 15 equipment types in a range of countries
- Historic data from 2010
- Five year sales forecast by equipment type, customer group and country

APPLICATIONS

- Establish the market for your products by customer group
- Analyse changes in buying trends
- Identify growing customer groups
- Identify market opportunities
- Use forecasts to inform strategic plans

THE CUSTOMER GROUP DATABASE SERVICE

Off-Highway Research's Customer Group Database Service provides information on the different types of buyer for each machine type, and how this has changed over time. Annual sales for each equipment type in each country are broken down into a number of customer groups such as contractors, extraction (mining & quarrying), rental etc. The breakdown is in terms of both unit sales and the nominal US\$ value of the sales.

As well as allowing clients to view individual countries and machine types in isolation, this data can be analysed across multiple countries and equipment to provide insights into the profound changes which take place over time in equipment buying patterns.

ANALYSIS APPLICATIONS

- Identify the most important customer groups by country and equipment type
- Assess the buyer groups in both volume and value terms
- Understand trends and changing buyer patterns

ACCESSING THE SERVICE

Data is accessed via our online database, downloadable PC application for offline working or as a .CSV file. Our intuitive database package allows clients to quickly and easily build searches, making market analysis a fast and efficient task. Both the online and offline databases allow clients to manipulate data and export it directly as an Excel worksheet for easy integration with other analytical tools.

Our standard single-site licence allows for up to five individual users based in one location. If you require further access rights, please enquire about our multi- and global-site licence packages.

Off-Highway Research's database services are available in Chinese, English, French, German, Italian, Japanese and Spanish.



EQUIPMENT COVERAGE

- Articulated dump trucks
- Asphalt finishers
- Backhoe loaders
- Crawler dozers
- Crawler excavators
- Crawler loaders
- Mini excavators
- Motor graders
- Rigid dump trucks
- Rough terrain lift trucks
 - Masted
 - Telescopic (telehandlers)
- Skid-steer loaders
- Wheeled excavators
- Wheeled loaders under 80 HP
- Wheeled loaders over 80 HP

CUSTOMER GROUPINGS

- Agriculture
- Contractors
- Extraction
- Forestry & timber
- Industry
- Landscaping
- Public sector
- Rental
- Waste management, recycling & demolition

For more information and to request access to the trial version of our database, go to:

www.offhighwayresearch.com

or contact:

mail@offhighwayresearch.com