

## Michelin Fleet Solutions Case Study

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Michelin Case Analysis Michelin is a French tyre manufacturer based in Clermont-Ferrand in the Auvergne région of France. It is the second largest tyre manufacturer in the world after Bridgestone and larger than both Goodyear and Continental.

### [New Michelin Fleet Solutions Case Study Analysis for College](#)

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 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, a worldwide leader in the tyre industry, launched in 2000 a comprehensive tyre-management solution offer for large European transportation companies, called Michelin Fleet Solutions (MFS). With this new business model, the company ventured into selling kilometers - instead of selling tyres. This decision moves the strongly product-driven firm into the new world of services and ...

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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 Chloé, Dalsace Frédéric and Ulaga, Wolfgang. "Michelin ...

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Case study -From selling tires to selling kilometers! 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. 3. Practical examples -solution proposed

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### Michelin Fleet Solutions As Case Study

A comprehensive tire management solution was launched by Michelin in the year 2000 called as Michelin Fleet Solutions (MFS).

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