

Project



Date	September 2005
Type	Consultancy
Client	Bukkehave A/S
Requirement	Market Research – Fleet Management Needs and Problems; Aid Agencies and Construction Companies
Location	Pan-Europe

Description

To carry out a market survey of International Aid Organisations and Construction companies involved in Humanitarian Development activities.

The aim of the survey was to evaluate common fleet support problems, the level of understanding of Fleet Management and its potential benefits and the market demand for contract Fleet Management Services and Vehicle Leasing.

Key Factors

The study was carried out with 20 representative senior aid organisations and major construction companies across Europe.

Proper planning of interviews and meetings was critical in achieving an optimum result. Focus was given to ensuring:

- Interviews and meetings were held with the right people
- Attendees were fully briefed on the interview process and information required.
- Questionnaires were circulated beforehand to collate adequate fleet information.
- A structured systematic interview process was adopted resulting in consistent, high quality feedback
- Ensuring participants understood the purpose of the meetings and potential benefits to them and their organisation of participation

Result

A 23 page report which included substantial received data and data analysis and which concluded that:

1. Standards of Fleet Management and data collection/processing were generally poor and that mismanagement of vehicle fleets resulted in poor decision making and caused waste and unnecessary cost.
2. Organisations believe Fleet Management is a critical aspect of Operations. Attitudes to contracting out Fleet Management Services could be in conflict with the vested interests of Management.
3. To be successful “contract” Fleet Management must take account of and address existing problems:
 - The lack of understanding of the impact and cost of poor Fleet Management by decision makers,
 - Job protectionism in both in the field and in central management and
 - Vested interest of field programme managers to maintain the status quo.

It is critical that a successful “contract” Fleet Management product can deliver; **Transparency, Accountability, Cost and Fleet reduction, reduced Vehicle Downtime, improved Emergency Response capability and development of Local Capacity and Sustainability.**

Benefits to Client Company

- Information necessary to match product offering with customer requirement
- An understanding of potential demand, budget availability and profitability
- An understanding of the USP and marketing requirements