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## **Michelin Fleet Solutions Case Study**

The fundamental

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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.

### **Michelin Case Study Help - Case Solution & Analysis**

Michelin, a worldwide leader in the tyre

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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.

### **Business Model**

### **Innovation: Michelin**

### **Fleet Solutions**

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Case Solution Only if the Key Performance Indicators (KPI) were kept in accordance with the standards, it would add an additional life of 2-5 years of extra life. The location of the tire also plays an important role in the services of the company and if the tire is not in the ideal location it will add extra costs for the company.

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## **Michelin Fleet Solutions Case Solution And Analysis, HBR ...**

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

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shown good prospects in Europe but MFS could not reap them efficiently.

### **Michelin Fleet Solutions Case Solution and Analysis, HBS ...**

Case Study: Michelin's supply chain strategy  
December 23, 2017  
February 20, 2018  
admin Case Study  
Michelin From the annual report in 2006, there are 3 fields of



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strategies need to be  
implement, that  
including

“\_Differentiation  
through innovation and  
expansion in emerging  
Mounties to stimulate  
growth\_.

## **New Michelin Fleet Solutions Case Study Analysis for College**

Case study -From  
selling tires to selling  
kilometers! Michelin  
launched Michelin Fleet

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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

### **Case study Michelin From selling tyres to selling kilometers!**

A decision must be made on whether Michelin should

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continue to pursue Michelin Fleet Solutions or not. Introduction In the year 2000, Michelin began an endeavor, Michelin Fleet Solutions, to offer a comprehensive tire-management solution for large European transportation companies (Zeithaml, 2013, p. 549).

**Michelin Case Study  
: Michelin Company -  
1712 Words |**

*Page 11/26*

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### **Bartleby**

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.

### **Michelin Case**

### **Solution And**

### **Analysis, HBR Case**

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Educators can login to view a free educator preview copy of this case and its teaching note. Michelin Fleet Solutions: From Selling Tires to Selling Kilometers Ref 510-103-1 Teaching note Ref 510-103-8. Related item: Abridged version of the case Ref IMD-5-0793

**Featured case -  
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**Selling ...**

MICHELIN Tire Care, a resource designed to facilitate on-site tire management thanks to integrated digital diagnostic tools. And. NexTraq, a major U.S. provider of digital solutions for small- and mid-sized fleets, with close to 6,500 fleet management customers and 115,000 individual customers.

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**The Michelin Group|  
Tire-related services  
and solutions**

Michelin - selling kilometers not tires  
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

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Study  
services successfully.”  
Journal of Marketing,

## **From Product to Service: Navigating the Transition**

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



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business model, the company ventured into selling kilometers - instead of selling tyres.

### **Michelin Fleet Solutions: From Selling Tires to Selling ...**

When the Michelin Fleet Solutions project had initiated, in the starting three years, the sales force of the company had hard time to sell to the customers. The main

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contributing factor to this was the pricing which was based on premiums, thus, the company had failed to communicate or position the rationale behind this project, and as a result, the customers were not willing to pay such premium prices.

**Michelin Fleet Solutions: From selling tires to selling ...**

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In 2000, Michelin made a giant leap by expanding its remit from solely being a manufacturer of tires to becoming a service provider through the launch of the Michelin Fleet Solutions (MFS) [3]. Michelin's tires were traditionally priced at a premium and the idea was to create a value-added service for large vehicles fleet operators.

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## **Michelin: Tires-as-a-Service - Technology and Operations ...**

Start studying MFS (Michelin Fleet Solutions). Learn vocabulary, terms, and more with flashcards, games, and other study tools.

## **MFS (Michelin Fleet Solutions)**

### **Flashcards | Quizlet**

Case study on Michelin Fleet Solutions: From

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selling tires to selling kilometers Submitted to: Submitted by: Date of Submission:

Introduction: 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).

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## **Michelin - Case Study on Michelin Fleet Solutions From**

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The Case Centre is a global organisation dedicated to promoting the case method in management education. Cases are named best sellers when they rank in the top 15 by number of copies sold in their category. This year marks an improvement over the previous year,

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when 11 INSEAD cases were named as best sellers by The Case Centre.

### **INSEAD Publishing**

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### **Case studies - Michelin Business Solutions**

This report focuses on Michelin's fleet

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solutions (MFS) activity and the way the company has dealt with the transition from product provider to service provider so far. It sums up some major strategic and business-environmental reasons for making services a core business, even though the results have not been as convincing as expected.

## **Business model**



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**innovation in the  
tyre industry**

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preview: Mike Sokol

Case 4 4/6/14 1.

Michelin Fleet Solutions (MFS) was a major or radical innovation. It also has characteristics similar to a start--up business since Michelin was changing from selling product to selling service, a whole new market they had no experience in.

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