

Case study: Strategy, distribution and advisory

# From retail to commercial

## Disrupting the fleet market



### Initial situation

- Leading insurer of Personal Lines Motor business with desire to diversify their business model and disrupt the fleet market.
- Lacking the required competencies, and knowledge of the fleet business and market, to make an informed decision on market entry strategy.
- Reached out to Munich Re to provide guidance and support on their market entry.



### Project approach

- **Discovery:** Series of discussions with key stakeholders at the client to understand their motivations, pain points and core strengths to determine how best to structure Munich Re support.
- **Design:** 2-phased approach. **Phase 1:** Munich Re to conduct market and competitor assessment to gain a clear picture of market operations and increase the client's knowledge base. **Phase 2:** Co-creation of market entry strategy for motor fleet product.



### Results

- **Delivery:** Creation of Market assessment report which included identification of attractive market segments, available distribution channels and competitor landscape to determine gaps in the market.
- Munich Re delivered a market entry strategy.
- Long-term partnership with Munich Re.

Our expert to contact:



**Neil Munro**  
Senior Consultant  
nmunro@munichre.com