



*Training Course:  
Advanced Fleet Market Analysis: Driving  
Strategic Decision-Making*

*26 - 30 October 2026  
Lisbon (Portugal)*

## Training Course: Advanced Fleet Market Analysis: Driving Strategic Decision-Making

Training Course code: PU1994 From: 26 - 30 October 2026 Venue: Lisbon (Portugal) - Training Course Fees: 6050 € Euro

### Introduction

The fleet market analysis training program is designed to equip participants with advanced knowledge and practical skills in analyzing the fleet market, enabling them to make informed strategic decisions. The program covers various aspects of fleet market analysis, including market size, trends, competition, customer behavior, and emerging technologies. Through interactive sessions, case studies, and hands-on exercises, participants will deeply understand the fleet market landscape and learn how to extract actionable insights from data to drive business growth.

### Target Audience

- **Fleet Managers:** Individuals responsible for managing and optimizing fleet operations and seeking to enhance their market analysis capabilities.
- **Business Analysts:** Professionals involved in analyzing market trends, customer behavior, and competition to support strategic decision-making.
- **Marketing and Sales Executives:** Professionals involved in developing effective marketing strategies and targeting the fleet market.
- **Product Managers:** Individuals responsible for product development and innovation in the fleet industry, seeking to align their offerings with market needs.
- **Business Development Managers:** Professionals involved in identifying new market opportunities and expanding their organization's presence in the fleet market.

### Objectives

- Understand the importance of fleet market analysis and its role in strategic decision-making.
- Collect and analyze relevant data for fleet market analysis using primary and secondary research methods.
- Evaluate market size, growth rates, and market segmentation to identify target customer groups and growth opportunities.
- Conduct competitive analysis to assess competitor strategies, strengths, weaknesses, and market positioning.
- Analyze customer behavior, preferences, and emerging trends to tailor offerings and improve customer satisfaction.
- Develop effective pricing strategies and value propositions based on customer needs and market dynamics.

- Apply advanced data analysis techniques and predictive analytics for deeper insights and forecasting.
- Identify and evaluate the impact of emerging technologies on the fleet market.
- Formulate strategic recommendations for market entry, expansion, and product/service improvements.
- Create actionable implementation plans with measurable goals and timelines.

## Methodologies

- **Interactive Lectures:** Engaging presentations and discussions to introduce key concepts and theories related to fleet market analysis.
- **Case Studies:** Real-world case studies will be analyzed to understand practical applications and learn from industry best practices.
- **Hands-on Exercises:** Participants will engage in practical exercises and workshops to apply learned concepts and develop analytical skills.
- **Group Discussions:** Facilitated group discussions to encourage knowledge sharing, exchange perspectives, and foster collaborative learning.
- **Workshops:** Interactive workshops will be conducted to allow participants to practice and refine their strategic analysis and decision-making skills.
- **Q&A Sessions:** Dedicated time for participants to seek clarification, ask questions, and deepen their understanding of the topics covered.
- **Presentation and Feedback:** Participants will have the opportunity to present their strategic insights and recommendations, followed by constructive feedback and discussions.

## Training program outline

### Day 1: Introduction to Fleet Market Analysis

#### Session 1: Understanding Fleet Market Analysis

- Importance of fleet market analysis in strategic decision-making.
- Key elements of fleet market analysis: market size, trends, competition, and customer behavior.

#### Session 2: Data Collection and Research Methods

- Identifying and evaluating reliable data sources for fleet market analysis.
- Conducting primary and secondary research for gathering relevant data.
- Applying different research methods and techniques in fleet market analysis.

### Session 3: Analyzing Market Size and Growth

- Techniques for determining the total addressable market TAM for fleet services.
- Calculating market share and growth rates.
- Utilizing market segmentation to identify target customer groups and their potential growth opportunities.

## Day 2: Competitive Analysis and Customer Behavior

### Session 1: Competitive Landscape Analysis

- Identifying key competitors in the fleet market and analyzing their strategies
- Assessing competitor strengths, weaknesses, market positioning, and offerings
- Conducting a SWOT analysis for competitive benchmarking and differentiation strategies

### Session 2: Customer Behavior Analysis

- Understanding the decision-making process and factors influencing fleet customers
- Analyzing customer preferences, needs, and pain points in the fleet market.
- Identifying emerging customer trends and demands, and their impact on fleet services.

### Session 3: Pricing and Value Proposition

- Evaluating pricing strategies in the fleet market and their impact on customer perception
- Determining value drivers for customers and developing a compelling value proposition
- Analyzing different pricing models, such as subscription-based, pay-per-use, and leasing options.

## Day 3: Advanced Market Analysis Techniques

### Session 1: Advanced Data Analysis

- Utilizing advanced statistical analysis techniques for fleet market data
- Applying regression analysis, correlation analysis, and data visualization methods
- Extracting actionable insights and patterns from complex datasets

### Session 2: Predictive Analytics in Fleet Market Analysis

- Introduction to predictive analytics and its application in fleet market analysis
- Building predictive models to forecast market trends, customer behavior, and demand.
- Leveraging predictive analytics to make data-driven strategic decisions.

#### Session 3: Technology and Innovation in the Fleet Market

- Exploring technological advancements shaping the fleet market
- Understanding the impact of emerging technologies like electric vehicles, autonomous driving, and connected vehicles.
- Identifying opportunities and challenges presented by technological disruptions.

### Day 4: Strategy Development and Implementation

#### Session 1: SWOT Analysis and Strategic Planning

- Conducting a comprehensive SWOT analysis based on market research findings.
- Identifying strengths, weaknesses, opportunities, and threats in the fleet market
- Formulating effective strategies to leverage strengths, address weaknesses, seize opportunities, and mitigate threats.

#### Session 2: Market Entry and Expansion Strategies

- Evaluating market entry options and expansion strategies in the fleet market
- Assessing potential risks and rewards associated with different market entry modes.
- Developing an actionable plan for successful market entry and growth

#### Session 3: Case Studies and Best Practices

- Analyzing real-world case studies of successful fleet market analysis and strategies
- Examining best practices adopted by industry leaders in the fleet market.
- Drawing insights and lessons from case studies to enhance strategic decision-making.

### Day 5: Presentation and Workshop

#### Session 1: Presentation Preparation

- Participants prepare and refine their strategic insights and recommendations.

- Creating effective presentations to communicate key findings and strategies.

#### Session 2: Group Presentations and Discussion

- Participants present their strategic insights and recommendations.
- Facilitated group discussion to share perspectives and gather feedback.
- Q&A session to clarify doubts and deepen understanding.

#### Session 3: Workshop: Action Planning and Implementation

- Translating strategic recommendations into actionable steps.
- Develop an implementation plan with measurable goals and timelines.
- Identifying key stakeholders and resources required for successful execution.

## Registration form on the Training Course: Advanced Fleet Market Analysis: Driving Strategic Decision-Making

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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