

CLIENT CASE STUDY: KUBOTA TRACTOR CORP.

Competitive Cost with Long-Term Supply Stability Drive
Good Outcomes



Client	Engagement Timeline	Key Results
Kubota, USA	12 months	Successful aftermarket product launch \$250,000 in sales within 12 mos. 25% ROI margin Enhanced dealer support Boosted end-customer satisfaction

Executive Summary

The Integration Group (TIG) proactively identified an aftermarket product gap and developed a product that would fill an end-customer need for Kubota. TIG also orchestrated a comprehensive launch — including pick, pack and ship fulfillment — that resulted in \$250,000 in sales with a 25% ROI margin within just 12 months.

The Challenge

TIG has a robust, enduring relationship with Kubota, providing critical supply chain and support services to its vast dealer network. This close collaboration offered TIG unique insights into the needs of Kubota's end customers and potential gaps in aftermarket offerings. Rather than waiting for a request, TIG proactively identified a specific product need that would enhance the customer experience and provide an additional revenue stream for Kubota dealers.

Our Solution

TIG took the initiative to propose a new aftermarket product concept directly to Kubota. Recognizing the value and potential of the idea, Kubota entrusted TIG to develop and launch this new offering. Our comprehensive approach included:

- **Product Development:** From concept to creation, TIG handled the complete development of the aftermarket part, ensuring it met Kubota's quality standards and customer requirements.
- **Logistics & Fulfillment:** TIG managed the entire pick, pack and ship process for the new product — ensuring efficient order fulfillment directly to Kubota dealers.
- **Strategic Launch within Dealer Network:** TIG orchestrated a targeted launch designed to maximize adoption among Kubota dealers. This included:
 - **Dealer Portal Content:** Creating engaging video content to educate dealers on the product's features, benefits and installation.
 - **Bulletin Communications:** Disseminating detailed messages to the entire dealer network, announcing the product and providing essential information.