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ANALYSIS OF THE FEATURES OF THE CAR SALES PROCESS IN THE «AVTOEXPRESS-VLADIMIR» DEALERSHIP

Abstract: The analysis of the activity of the "Avtoexpress-Vladimir" dealership was carried out in the article. The organizational and economic characteristics of the center's activities and the features of the car sales process were considered. The main factors affecting the functionality of the car dealership were determined. Recommendations were given to eliminate the shortcomings of the dealership.

Key words: dealership, car, customer.

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Introduction

Modern economic conditions objectively change the relationship between producer and consumer. In this regard, the car dealership should be considered in a broad sense (as the infrastructure of road transport) [1-3]. In a market economy, this area turned out to be quite profitable for the application of private capital, hundreds of new enterprises of various profiles appeared in a short time. Two factors contributed to this: the extremely limited market for services and the growing motorization of the population.

The dealer network of automotive service companies in Russia is constantly increasing (by about 7.3% per year) with an annual increase in the fleet of cars (by about 5.1%). In the conditions of high rates of development of the automotive maintenance system, there is a fierce struggle of car manufacturers for owners of motor vehicles, which, first of all, requires the provision of high-quality competitive services [4-9].

In the traditional sense, car service implies the whole range of services provided to owners of vehicles: trading services, maintenance and repair services, additional services.

Using the example of the "Avtoexpress-Vladimir" dealership, the analysis of the features of the car sales process was carried out, on the basis of which positive and negative factors affecting the functionality of the car dealership were determined.

Characteristics of the activity

The "Avtoexpress-Vladimir", LLC is the official Lada dealer in Vladimir and the Vladimir region. The "Avtoexpress-Vladimir" is the official dealer of the following brands: Vesta, XRAY, Granta, Largus, Niva Legend and Niva Travel in Vladimir [10].

The "Avtoexpress-Vladimir" dealership carries out wholesale and retail sales of passenger cars, original spare parts and accessories, repairs, as well as warranty and service maintenance of Lada cars.

The full list of services provided by the car dealership includes:

1. Vesta, XRAY, Granta, Largus, Niva Legend and Niva Travel car sales process;
2. The process of selling used cars;
3. The process of selling auto parts;
4. Organization and conduct of the pre-sale preparation of cars;
5. Organization and maintenance of cars;

6. Organization and conduct of car repairs;
7. Provision of services for the repair and painting of car bodies;
8. Ensuring the warranty repair process;
9. Provision of additional services.

The car dealership in question has a number of advantages:

1. A large range of additional equipment;
2. Quality assurance at relatively low prices for services;
3. High-quality car service;
4. Discount system for regular customers.

The "Avtoexpress-Vladimir" dealership has its own equipped maintenance service center, spare parts warehouse and extensive exhibition areas.

The "Avtoexpress-Vladimir" works with leading insurance companies and banks, which allows us to provide the customer with a wider choice of car insurance programs and loan programs for the purchase of a car.

The desire to meet the needs of its customers, transparency of all transactions and the high level of service are the main principles of the dealership. This allows you to hold the position of one of the leading car dealerships in Vladimir.

Analysis of the sales process

Since the establishment of the "Avtoexpress-Vladimir" dealership is constantly in development, the range of services is expanding. The priority direction of the policy of the "Avtoexpress-Vladimir" company in the field of quality is to meet the requirements and expectations of all stakeholders, expanding the circle of customers and strengthening the reputation of the company as a stable enterprise.

The organizational and management structure of the "Avtoexpress-Vladimir" meets the requirements of the market and the specifics of the company's services. It is based on a linear-functional method of management, which allows you to effectively coordinate the work of divisions.

The general management of the salon is handled by the executive director, who is subordinate to the heads of departments, employees and workers working for hire.

One of the most important conditions for trouble-free and long-term operation of any car is the use of only original spare parts and consumables during its maintenance and repair, which have passed more than one test, and the reliability of

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which is certified according to international standards. The "Avtoexpress-Vladimir" dealership provides a large selection of original spare parts of the excellent quality. All spare parts are covered by the company warranty, according to the conditions of the manufacturer. The large number of spare parts are available (in stock), an order is also possible. The car dealership guarantees timely delivery.

The dealership in question is characterized by the high level of material and technical base, mechanization and automation of the heavy and labor-intensive work, which include:

1. Loading and unloading operations;
2. In-store movement of cars;
3. Preparation of goods for sale;
4. Settlement operations with the customers using cash POS terminals and other electronic equipment that allow you to quickly and efficiently work with the large range of inventory items.

The most important stage in maintaining the leadership of the "Avtoexpress-Vladimir" dealership in the car sales market is the advertising strategy of the car dealership. The dealership has established the organization of marketing research of the automotive market, specific marketing strategies have been formed and various methods are used in promoting the model to the market. The car dealership advertising implies the implementation of the program to promote Lada products in the press, on the Internet, on regional television and radio, in the form of billboards.

The "Avtoexpress-Vladimir" dealership maintains the customer database, which allows you to determine your target audience, and based on this, make the advertising campaign more targeted. Also, with its help, the car dealership employees regularly collect customer reviews, analyzing which they get a general idea of the degree of the customer service and the quality of cars provided to them.

The sale process of cars in the "Avtoexpress-Vladimir" dealership is a combination of the following subprocesses:

1. Meeting customers;
2. Advising customers;
3. Organization of the transfer of a new car to the customer;
4. Clarification and consolidation of the warranty rights of buyers;
5. Transfer of documentation and the car;
6. Organizing an attention call;
7. Maintaining communication with the customer;
8. Introduction of the internal document management;

9. Analysis of sales results, development and organization of corrective actions.

The realization of the company's goals is achieved by:

1. Long-term planning the work of the company's structural divisions;
2. Continuous improvement of the professional level of the staff;
3. Personal responsibility of each employee for the quality of the work performed;
4. Creating a favorable corporate environment in which every employee of the company is confident in their value to the company;
5. Improving the customer service culture;
6. Continuous improvement of the profitability of the organization by reducing all types of losses.

Based on the analysis of the activities of the "Avtoexpress-Vladimir" dealership, it can be concluded that the quality of services provided (the work performed) depends on many factors:

1. The level of organization of the technological process (application of information systems and software);
2. Organizational system of the car service management;
3. Employee qualifications;
4. Used spare parts;
5. Equipping the enterprise with technological equipment (automation, mechanization and computerization);
6. Organization of marketing activities;
7. Financial management of the dealership;
8. The correctness of planning the car dealership activities, etc.

The analysis of the dealership's activities shows that along with the advantages of organizing, planning, and conducting car sales, there are the number of obstacles to the successful functioning of the car dealership:

1. Reduced customer satisfaction from the car dealership services;
2. Non-compliance by the supplier with the terms of delivery of cars, spare parts and additional equipment.

Conclusion

The analysis made it possible to determine the shortcomings of the dealership work. The solution of the identified problems can be accomplished by increasing the profit of the car dealership from the sale of new cars and spare parts, increasing and maintaining the number of the car dealership customers, improving the quality of the customer service and the efficiency of interaction between the supplier and the dealership.

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