

A project report on alcon mercedes benz marketing essay



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Alcon Mercedes Benz dealership was started in Goa by Aakash Khaunte, MD of Alcon Enterprises in association with Mercedes-Benz India on May 10, 2009. With this dealership launch, Mercedes-Benz India became the first luxury car maker in India to open a dealership, in Goa. Strategically located in Porvorim, the new facility has a total area of 11, 100 sq. ft and features a valet service, plush customer lounge & full-fledged workshop with an independent service facility for spares and service advantageously located in Taleigaon having a spread across of over 7500 sq. ft. of space.

With an initial investment of INR 2.5 Crores, Alcon's state-of-the-art dealership represents all the brand attributes of Mercedes-Benz: a magnificent showroom, drive-in valet service, a luxurious customer lounge and well trained staff to complete the Mercedes-Benz experience. Also inaugurated was the service center, equipped with five mechanical bays with very well trained service personnel geared to ensure quick, efficient service delivery.

With establishment of the facility at Goa, Mercedes-Benz now enjoys a network spread across 26 cities with over 55 touch-points in India and retains the distinction of being the luxury player with the widest and most intensive network of sales and after-sales services in India.

Goa is an important market for us, with an established base of over 125 Mercedes customers already in this region. Ours is the first and the only luxury auto dealership in Goa- a fact that reinforces our seriousness and commitment about this market.

Enter our big world of luxury and convenience.

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Enter the Alcon Mercedes-Benz showroom and you'll understand what size really means.

The 3-S showroom is executed on a large scale, with a magnificent facade built such that it can be spotted from far away with 200 sq mts. of display area. This glittering space houses spanking new Mercedes-Benzes which show themselves off and additionally there is a huge, plush customer lounge, where you can relax while your paperwork is done.

The whole showroom basks in an exclusive lighting arrangement that gives you the feeling that you've entered another world.

The Research

Research objective:

To measure customer satisfaction on sales service provided by Alcon Mercedes Benz.

Research methodology:

Research Tool: Questionnaire

Sampling Technique: Random sampling

Sample size: 100.

Sample frame: The respondents of this survey are the consumers of Alcon Mercedes Benz.

Sample location: Consumers from the property of Alcon Mercedes Benz.

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Data collection method:

Primary data

The primary data for this survey was collected from the consumers from the property of Alcon Mercedes Benz through the distribution of questionnaire.

Secondary data research

Secondary data was generated from internet, magazines and by discussion with the manager.

Graphical representation

Tools for analysis: Tools such as cross tabulations, percentages, pie charts, column charts are used for analysing the data and arriving at the conclusion. Following are the graphical representations and tabulations of the same.

Greetings/ welcome at showroom

No. of response

Highly satisfied

Satisfied

40

Not satisfied not dissatisfied

7

Dissatisfied

2

Highly dissatisfied

0

Can you please mention your initial needs of a car

No. of respondents

Car design

10

Luxury

25

Performance in terms of mileage, power.

38

If any other then please mention-

9

Were your needs identified clearly by the salesperson?

No. responses

Yes

44

no

9

to an extent

7

Rate the sales executive you interacted with during the sales service on

i. Knowledge of car

No. of responses

Excellent

13

Good

34

Average

10

poor

3

ii. Explanation of documents

No. of responses

Excellent

9

Good

23

Average

26

poor

2

iii. Solving queries

No. of responses

Excellent

8

Good

29

Average

21

poor

3

iv. Communication

No. of responses

Excellent

15

Good

36

Average

9

poor

0

v. Behaviour

No. of responses

Excellent

5

Good

43

Average

12

poor

0

vi. Personality

No. of responses

Excellent

9

Good

41

Average

10

poor

0

6. Were you provided with any financial scheme during the purchase of your vehicle?

yes

50

no

10

Did the financial scheme affect your decision on choice of car?

Yes

48

No

8

Was the vehicle booked delivered to you on the due date?

Yes

56

no

4

How would you rate the overall delivery process of the vehicle?

No. of response

Highly satisfied

Satisfied

14

Not satisfied not dissatisfied

33

Dissatisfied

11

Highly dissatisfied

2

Were these expectations met?

Yes

38

No

2

To an extent

11

Exceeded

9

How would you rate the overall sales service provided by Alcon Mercedes Benz?

No. of response

Highly satisfied

Satisfied

9

Not satisfied not dissatisfied

38

Dissatisfied

11

Highly dissatisfied

2

Findings from the research

The customers of Mercedes are difficult to be pleased as the customer expectation is very high on each of the services they provide. The standard of Mercedes benz customers is very high so it has to be excellent in all the factors of the service they provide.

Recommendations

Alcon Mercedes benz should take care of its standards as the customers it is dealing are very high profile and need to be treated differently than the normal customer. They should improve in areas like communication skills of the sales executives. It should also train its sales team to understand the queries of the customer and solving them effectively.

Conclusion

After conducting a survey to measure customer satisfaction on sales service provided byalcon Mercedes benz a conclusion can be drawn thatalcon Mercedes benz has a high number of satisfied customers with regards to its sales service.

Supporting facts

Were these expectations met?

Yes

38

No

2

To an extent

11

Exceeded

9

16. How would you rate the overall sales service provided by Alcon Mercedes Benz?

No. of response

Highly satisfied

Satisfied

9

Not satisfied not dissatisfied

38

Dissatisfied

11

Highly dissatisfied

2

Learning

I got a exposure to the real world of sale. I learnt how a sales person convinces its customer to buy its product. I got an experience to sale a premium product which is difficult to get.