

External factor
evaluation matrix
used in car company's
marketing essay



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BUSTER**

The conclusions drawn in the research report should only be those, which are justified by the available data. Sometimes, the available data is not sufficient to form a basis for a conclusion, so the researcher should not be tempted to draw a “hasty conclusion”

Confidence in the research

The reader of a research report will have greater confidence in it if he knows the researcher to be a competent person, having good reputation, and a man of integrity. Therefore, the report should be accompanied by some information about the researcher, such as his qualifications, his other works, and other pertinent information.

External Factor Evaluation matrix used in Decent Car Company

Key External Factors

Weight

Rating

Weighted Score

Opportunities

Demand shifts for goods/services

0.15

4

0.60

Import/export factors

0.08

2

0.16

Attitudes toward business

0.10

3

0.30

Special tariffs

0.08

1

0.08

Level of government subsidies

0.12

2

0.24

Threats

Price fluctuations

0. 15

4

0. 60

Inflation rates

0. 10

3

0. 30

Per capita income

0. 10

2

0. 20

Intense rivalry in industry

0. 07

3

0. 21

Demand exceeds supply of experienced workers

0.05

1

0.05

Total

1.00

2.74

The EFE decent car company is shown in the table above. The Demand shifts for goods/services are the most important factor and price fluctuation are the important threat for the company. The total weighted score of 2.74 indicates decent car company is average in its effort to pursue strategies that capitalize on external opportunities and avoid threats.

COMPARATIVE ANALYSIS

Product Analysis

In respect of the product specifications, both technical and general, there is no major difference between Decent Car Company and Toyota. Both are foreign companies, working in joint ventures with UK I setups. Decent Car Company technology is a bit more complicated, and not easy for every person to be tested and tried by, where is Toyota is a house hold name amongst the technicians of UK. Even young technicians can wok on a Toyota engine, due to its simplicity of design and engine specifications. Toyota in

recent years has come up with great innovations in its design and vehicle body, and has given a brand new look to a house hold vehicle.

Service Analysis

Services in today's dynamic era decide the fate of any product, and so is the case with Toyota and decent Car Company. Both these giants rely on swift services for the customers in order to provide maximum satisfaction and long lasting relation. Service stops and spare parts availability is one aspect where Toyota edges past Decent Car Company. Decent Car Company is mostly restricted to its own specialized outlets, and most of the time one customers cannot find its spare parts. This is not the case with Toyota. Wherever in UK a Toyota car is, there will be no problem of availability spares. Another advantage that Toyota has over Decent Car is that design of Toyota is such that mechanic with basic knowledge of engine can repair it with ease while for decent case is different.

Competitive Profile Matrix in Decent Car Company

The competitive profile matrix is given below:

Critical Success

Factors

Decent Car Company

Toyota

Suzuki

Weight

Rating

Score

Rating

Score

Rating

Score

Market Share

0. 15

2

0. 30

2

0. 30

3

0. 45

Product Quality

0. 08

3

0. 24

3

0. 24

2

0. 16

Sales Distributor

0. 10

2

0. 20

3

0. 30

2

0. 20

Product Capacity

0. 08

2

0.16

2

0.16

3

0.24

Price competitive

0.10

3

0.30

3

0.30

4

0.40

Advertising

0.15

3

0.45

4

0.60

2

0.30

Customer Loyalty

0.12

4

0.48

3

0.36

4

0.48

Global Expansion

0.12

3

0.36

2

0.24

2

0.24

Management

0.10

3

0.30

2

0.20

3

0.30

Total

1.00

2.79

2.70

2.77

The CPM for Decent Car Company is given above. Here market share and advertising are given the most importance as indicated by a weight of 0.15. Next global expansion comes with 0.12. Decent Car Company gives the priority to customer loyalty with the score of 4; gives the importance to advertising while importance to Price competitive with the 4 point. Overall Decent Car Company has 2.79 score.

Customer Service Centers

All the authorized dealerships in UK are a source of customer satisfaction. The after sales are supported by the immaculate service and the availability of spares at competitive prices for every car sold. To facilitate the customers for any assistance they require we have a separate department called Customer Relations, at the head office. This department is supported by the subsequent Customer Relations Officers at all dealerships. The purpose of Customer Relations Department and Customer Relations Officers is to enable our customers in getting any sort of help required by them.

Free Services

Decent Car Company is a customer service conscious company, for which it is always looking for avenues to develop further relations with the customers who have already purchased the cars. We consider purchase of car as the beginning of relations with customers. To prolong this relationship and encourage the customers to keep on coming to the dealership, to get their cars maintained the Decent Car Company way we provide three Free Check-Up Services to our customers.

These are basically three periodic check-ups at 1, 000 Km, 5, 000 Km and 10, 000 Km mileage which are normally done after 1 month, 3 months and 6 months of running the car. Other than providing service to customers another reason for this facility is to stress on the importance of periodic maintenance. Periodic maintenance is essential for every car and if this is performed regularly as per the maintenance schedule the car is trouble free and life of car increases by many years. For these free services the labor is not charged, where as the customer has to pay for only the consumable like engine oil, oil filter, etc.

Repair and Maintenance

Decent Car Company is providing regular trainings to the dealers' technicians. The trainings cover all aspects of the cars including the periodic maintenance, diagnostics, trouble shooting and repairs according to Decent Car Company standards. From this we want to facilitate the customers in maintaining their cars in top-most condition and enjoying the comfort and performance of the luxury vehicles they own. It is our endeavor to have uniform service standards made available at all dealerships in accordance with the international Decent Car Company standards. We consider the properly maintained vehicles not only to be a source of satisfaction to our customers; they also increase the sale value of their car.

Decent Car Company Parts

Decent Car Company Spare Parts to our Valuable Customers the details of genuine parts are given below.

Only Decent Car Company Parts are made to Decent Car Company Specifications to maintain the Quality, Reliability and Performance – Making them easy choice every time.

When you install Decent Car Company Parts we are getting a Decent Car Company Warranty that you won't get anywhere else.

Decent Car Company Parts maintain original operation specifications which can keep your vehicle on the road longer and retain resale.

Quality, Reliability and Performance attributes that have come to describe Decent Car Company vehicle and also reflected in the Parts from which that are built.

Each Decent Car Company Part is precisely design and rigorously tested not only for only for it's individual performance but also it's interaction with the entire vehicle as well. This process helps ensure that each Decent Car Company Part will function as its optimum.

Decent Car Company vehicles are equipped with many unique automotive system which require special care to maintain their high levels of Performance and Reliability, that's why we have created a range of Fluids and Lubricants specifically for our Decent Car Company. Each of the Genuine Fluids and Lubricants is designed to perform a specific task, which is crucial to well being of our Decent Car Company. If it carries the Decent Car Company Logo you can be assured of it is of Superior quality.

Environment Policy

Decent Car Company Limited, being responsible member of society considers the preservation of the global environment as a crucial concern. Our environmental philosophy is firmly based on the following guidelines.

Recognize the impacts of the significant aspects on the environment resulting from our activities, products and services.

Formulate objectives and targets for pollution prevention, environmental impacts mitigation and resource conservation as far as technically feasible.

Operate in compliance with relevant environmental laws, regulations and other requirements that apply to our activities.

Create environment friendly attitude among associates.

Commitment to continual improvement of the environmental performance and review of the environmental management system to ensure its suitability, adequacy and effectiveness.

Warranty

The warranty of the vehicle is valid for 10 months or 18, 000 kilometers whichever comes first from the date vehicle is sold and is transferable.

Warranty Coverage

Decent Car Company warrants that it will repair or replace Free of Charge any part it supplies (excluding tires, batteries and other items which are warranted separately by their respective local manufacturers) found to be defective either in materials or workmanship, or both with the exceptions

indicated in the Warranty Exclusions here under, provided that the manufacturer's recommended and required preventive maintenance services and repairs are strictly followed.

Warranty Exclusions

The Warranty shall not be applicable in the following cases,

Any damages which result from neglect of the periodic maintenance specified by Decent Car Company.

Any damage which results from repair or maintenance operations by methods other than those specified by Decent Car Company

Any damage which results from use of non genuine parts, or of fuel, lubricant or fluid not recommended by Decent Car Company

Any damage which results from operation other than as specified in the Owner's Manual, whether intentionally or by mistake.

Any repair or adjustment performed by persons other than Dealer, or any damage resulting there from.

The vehicle which is not registered with the competent government authority.

Strengths

Strengths are:

Customer Service Centers

Decent Car Company Parts

Environment Policy

Warranty

Good relationship with its suppliers

Well-known brand name

Weaknesses

Weaknesses are:

No niche market

High operating expense

Low return on assets ratio

Shortage of cash due to successive losses