Study on the Chain Operation of Automobile after Sales Service Industry

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ABSTRACT

Although the development of China's automotive service industry is huge, but it is urgent to have successful experience and understanding of China's domestic market and has the advantages of the group of enterprises to lead the industry, develop consumer habits, the integration of the market. In this case, the automobile service industry chain will inevitably be pushed on the Chinese car market this big stage. This paper analyzes the advantages of our country's automobile service industry development present situation and chain operations and the plans of chain business model, so that the business model is conducive to China's automotive service industry to improve the conclusion of the industry as a whole.

INTRODUCTION

With the WTO effect and the improvement of the consumption level of the residents, China's auto consumption into the period of rapid growth, the enterprise industry is facing tremendous opportunities for development. However, there is a big gap between the development of China's auto industry and its good development prospects, which is particularly evident in the automotive service industry. In this regard, we can learn from the successful experience of the western countries chain management. For example, the United States automobile service industry development is very rapid, with NAPA, Autozone, Pepboys as the representative of auto parts chain business enterprise, its accessories sales accounted for 70% of the U.S. auto parts sales.

THE CONCEPT OF CHAIN OPERATION

Chain management originated in the United States, the United States in the early twentieth century after the rapid development of the market economy in developed countries and development, and includes almost all directly to provide consumers with goods and services.
Chain operation is a homogeneous commodities or services of some shops in a certain form composed of a joint body, in the overall planning of specialized division of labor, and the division of labor based on the implementation of the centralized management, simplify complex business activities, in order to obtain the benefits of scale. Chain operation includes three forms: Direct chain, franchising and free chain.

THE DEVELOPMENT OF CHINA'S AUTO SERVICE INDUSTRY

According to statistics, in the foreign mature auto market sales and accessories accounted for 39%, manufacturers accounted for 21%, accounted for 7% of retailers, services accounted for 33%, and sales in the domestic auto market accessories accounted for 37%, manufacturers accounted for 43%, 8% retail, services accounted for only 12%. Current domestic car sales in the proportion of manufacturers is too large, and the proportion of service is too small, car sales service and nearly 10% of the rise in space. Although the market space of China's auto service industry is large, but it has not yet formed a mature market environment. Generally speaking, domestic service is not perfect, the service concept of bias; large enterprises have no cost advantage, high price, store dirty, chaotic, and poor; well funded companies vied for the auto service industry in China market, need adapt to the local situation in China, with the foreign auto giants have in the way of joint venture or cooperation in China's auto market, they to join the special establish maintenance station has become China's auto after-sales service mode of subject, but these special maintenance station varies greatly. For example, the spread of fake and shoddy parts of Shanghai Volkswagen, fragmented maintenance workshop disorderly competition, there are hundreds of millions of dollars each year, the impact on the brand and consumers are not measured.

This way of franchise business, required in the traditional marketing 4P breakthrough: products, chain operation to promote the rationalization of the circulation system, so as to promote enterprises to market demand—oriented production; price, the economies of scale of chain operation guide caused by the operating cost is low, the purchase cost low, so the formation of the price advantage; channels, distribution network of a large area of chain stores, the most convenient consumer, and generates the advertising effect; promotion, huge advertising costs can be borne by the branch, and unified marketing can bring good effect to integrate.

Chain operation mode is available below, this is because the advantage for the unity of the chain: chain stores under the unified management, relying on the spirit of enterprise culture as the carrier, create operating characteristics and the formation of core competitiveness, thus greatly occupy the market.

The following is the 4 "integration" advantage of the auto service chain:

Unified Procurement and Distribution of Parts and Components

The market rules show that the essence of the chain operation is to achieve the goal of pursuing scale efficiency through scale management. As part of the
the automobile service industry, the particularity of its consumption makes the supply of goods more important. Specific can be implemented in accordance with the following methods: stores to provide the headquarters to the headquarters of the cargo plan, centralized procurement by the headquarters of the distribution center, and then unified distribution to the various stores. For the part of sales, fast turnaround of parts, unified distribution center to the manufacturers to goods, by the manufacturers distributed to each store. Special circumstances, some parts of the branch can also purchase their own.

**Unified Management**

For chain stores, the unified scale operation is to rely on strict management to implement and achieve the goal of efficiency. Therefore, the establishment of a set of management system, management standards and management methods for the central content of the management system, the formation of a standardized management model is particularly important. In order to make a difference between chain stores and other retail formats, it is often emphasized that the business management of the chain store features should be highlighted separately. Must first formulate unified management standards, requiring the stores according to the unified management standards to carry out the work; secondly, it is necessary to selection of appropriate store manager, to ensure the implementation of the various management standard; again, it is necessary to strengthen the assessment and training, and constantly improve the store management level. In order to achieve practical significance on the chain and not illusory, completely changed the past single store operation mode and the formation of chain format.

**Unified Accounting Management**

Unified business accounting management requires chain stores must adopt a centralized and unified accounting method, with all the stores as the object of the formation of an accounting system, internal to the implementation of the sub account management and assessment of the store. In general, the headquarters of the chain stores only ask to increase the cost of sales and control changes, and the decoration of the store investment, renovation costs, fixed expenses, such as the chain is responsible for the headquarters. Chain headquarters in addition to the purchase cost, distribution center is responsible for the normal receipt, storage, maintenance, distribution business, but also need to be in the three fees, taxes, profits for financial accounting.

**A Unified Image of the Logo**

Identification system is the most basic unified chain store. Uniform logo is the most direct and most eye-catching form of chain stores, it helps consumers identify and identify the chain store owned by the different regions of the various stores. Enterprise identification is the identification system, including enterprise size, corporate logo, color use, composition techniques, forms of expression and how to
distinguish between the store. Uniform use of the chain store slogans, slogans, internal decoration, merchandise display and style, staff, clothing, office supplies should be standardized, and standardized manual to be standardized.

SUMMARY

Chinese enterprise service industry development space is huge, need to have successful experience and understanding of China's domestic market and have the advantage of the group of enterprises to lead the industry, develop consumer habits, the integration of the market. Through the above analysis, it is found that the automotive service industry is a broad contact, mutual penetration of industry. Only with continuous integration process in order to make a better development, only in constant innovation process in order to make a better living. Chain operations in the automotive service industry is an ideal mode and its four unified strength is helpful to improve the service level of the whole industry, regardless of whether the automobile service industry in which service is investment, by chain can yet be regarded as a way to avoid direct competition with the shortcut.

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REFERENCES