

Business Analytics for 4W Brand Creation, Development & Growth

Vision:

Today most dealer networks for automobile brands deal with Manufactured/ CBU/Assembled products. These dealerships involve Showrooms, Service Centres, Service Workshops, Accident Repair Workshops, 24/7 Assistance, Warehouses etc. The investments are many.

For a brand and its need to enter, penetrate and grow in the market, SMART Brand Analytics is a solution finding that designs key-opinion-offerings for **Synergetic performance to Asset creation** in automotive businesses.

Mission:

The steps in SMART Brand Analytics are to analyze performance of the brand's manufacturer-dealer network and/or independent dealer network for factors such as

- ☐ Vision to identify and address dynamics in dealership
- ☐ Demand and Supply planning strategy
- ☐ Differentiation strategy (for inter-dealer networks and intra-dealer networks)
- ☐ Customer Engagement strategy
- ☐ Business Process Improvement (BPI) strategy
- ☐ Sourcing strategy
- ☐ Surplus resources or stock handling strategy
- ☐ Accountability for Sustainable development and growth (SD & G)
- ☐ Accountability for climate change mitigation
- ☐ Periodic Value analysis
- ☐ Environmental, Social and National health goals (ERNHG) specific products/services
- ☐ Transfer of Learning products/services based on the “**Empower to Enable to Engage**” (3E-Analytics) strategy for being Global and Mutually Beneficial. We have released a 2025 Planner, Guide and Calendar for this.
- ☐ Business model support for Tie-ups, Mergers and Acquisitions



NEXT Steps

AOEC offers Case studies, Empirical Studies and Business Process Improvement programmes for this. We can be contacted via phone (M: 9342867666) and email (venkataoec@gmail.com) to get this started for your business or dealership.

We look forward to taking this further with your management and organization.

Regards

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