Business Analytics for 2W 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

Venkatram K.S.

AOEC, Gap Analyst, 2025

Sri Sharada Apartments, 53 East Park Road, Between 15th and 16th cross, Malleswaram, Bengaluru – 55