



Title

Determination of potentials for new and used cars

Duration

2 Days

Objectives

- The participants determine the possible market potentials and the degree of the actual market exploitation for
 - business customers
 - private customers
- The participants develop individually for their location an action plan inclusive an analysis of strengths and weaknesses.

Content

- Definition of individual market areas depending on distribution channels
- Process strengths and weaknesses from evaluation scheme
- Determine actual and future potentials inclusive benchmarks
- Develop an action plan

Target Group

Executives, managers new and used cars

Comments

Empty text area for comments.