

Case Analysis

Sullivan Ford Auto World



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Case Analysis of Sullivan Ford Auto World

Company Facts

- Purchased a Ford dealership in 1983
- Sullivan's Auto World
- Sullivan's Ford Auto World
- Walter "Walt" Sullivan
- Sales (Front-end) & Service (Back-end) Departments

Industry Facts

- Best known in Metropolitan Area
- 1,100 cars each year (New & Used cars)
- \$26.6 M for new & used cars and \$2.9 M from service parts
- 4.6 & 24 %

Problem Statement

Unawareness of business affairs

Statement of Objectives

- To be able to find new service manager and staffs who are interpersonally skilled.
- To be able to be fully aware of the business affairs
- To be able to provide and improve the quality of the services they are rendering.
- To be able to develop good customer relationship

SWOT Analysis

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Auto World is one of the best known in their metropolitan area	Lack of dedicated workers/employees	Sell the business at a rational price	Possible shut down of business if sales continue declining
Long time customers know how the business works	Lack of proper management	Wait for some time to increase the sales again	Customers switching to another car shop because of slow service
		If business runs good, the family can hire a manager to handle it	

Alternative Marketing Strategies to Implement

- Hire a well-trained and experienced service management team for the company.

- Carol Sullivan-Diaz should get a business partner whom she trusts and knowledgeable about cars and business matters.
- Implement a new and innovative promo package and reasonable deals which can gain back the trust and loyalty of their consumers.
- The company should have a good Public Relation (PR) technique which can reach all their preferred target market.
- Develop a good quality management which can assure the reliability of the products the company offers

Analysis

Strategies	Advantages	Disadvantages
<ul style="list-style-type: none"> • Hire a well-trained and experienced service management team for the company. 	<ul style="list-style-type: none"> ✓ Company would be more organized. 	<ul style="list-style-type: none"> ○ New employees may experience a culture shock.
<ul style="list-style-type: none"> • Carol Sullivan-Diaz should get a business partner whom she trusts and knowledgeable about cars and business matters. 	<ul style="list-style-type: none"> ✓ Carol can ask for help about things she isn't familiar about and can make better decisions. 	<ul style="list-style-type: none"> ○ They may not get along well since the partner may be more knowledgeable about the business.
<ul style="list-style-type: none"> • Implement a new and innovative promo package and reasonable deals which can gain back the trust and loyalty of their consumers. 	<ul style="list-style-type: none"> ✓ Company would be attracting new customers and also have the trust of their current customers. 	<ul style="list-style-type: none"> ○ Promos should be set at a reasonable price also for the company or they might be further being bankrupt.
<ul style="list-style-type: none"> • The company should have a good Public Relation (PR) 	<ul style="list-style-type: none"> ✓ Good PR could help let their preferred target market about 	<ul style="list-style-type: none"> ○ PR might be pricey and other projects might not push through.

technique which can reach all their preferred target market.	their services and products and also gain customers.	
<ul style="list-style-type: none"> Develop a good quality management which can assure the reliability of the products the company offers. 	<ul style="list-style-type: none"> ✓ Having good quality products would make the customers come back to them and stay with support their services/products. 	<ul style="list-style-type: none"> ○ No disadvantages.

Conclusion

Decision Matrix

CRITERIA (OBJECTIVES)	MARKETING STRATEGY 1	MARKETING STRATEGY 2	MARKETING STRATEGY 3	MARKETING STRATEGY 4	MARKETING STRATEGY 5
Increase in good feedback from customers	2	1	3	5	4
Increase in sales volume and selling gross	2	1	5	3	4
Maximize service availability	2	1	5	4	3
Improve quality work done	3	4	2	1	5
Generate new/potential customers	3	1	5	2	4
Minimize management cost	3	5	2	4	1

Total	15	13	22	20	21
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Implementation of Plan

Action	Person Responsible	Time Frame	Budget
Research for a renowned Public Relation for different campaigns	Marketing Research Group	1-3 months	\$10,000
Identify possible different promotions or deal to attract customers	Marketing Department	2-3 months	\$10,000
Employ a well-trained and skilled service management team	Human Resource Department	1-2 months	\$3,000
Look for a steadfast business partner that is knowledgeable about the business matters	Human Resource Department	1-3 months	\$5,000

Improve the quality management which can assure reliability of the products	Operations Department	1-3 months	\$5,000
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