



Universität Zürich

Institut für Strategie und Unternehmensökonomik
Lehrstuhl für Services- und Operationsmanagement

**Seminar in Services- und Operationsmanagement (FS 2009):
Changing Organisational Models in Car Distribution
Prof. Dr. Susanne Royer (Universität Flensburg)**

Final Workshop 25. April 2009

Seminarraum PLM-4-423, Plattenstr. 14, 8032 Zürich, **Start 9:00 Uhr**

The aim of the final workshop is to present the research findings and discuss them with the other students and the teachers. Therefore the students are asked to prepare a 30 minute presentation of their research findings. Another 15 minutes are discussion time per presentation. The student who is presenting is requested to structure this discussion time and act as a facilitator for the discussion (e.g., start the discussion about the presented findings by a provocative statement).

Programme:

- 09:00 - 09:15 Welcome and Introduction
- 09:15 – 10:00 Presentation 1: “Case Study - Pendragon: An international multi-franchise group” (Jon Zabalo)
- 10:00 – 10:45 Presentation 2: “Case Study - Aventi AG: Facing future challenges through alliances” (Mark Strauch)
- 10:45 – 11:00 Coffee Break
- 11:00 – 11:45 Presentation 3: “The market environment for selling used cars in Europe” (Roman Menzi)
- 11:45 – 12:30 Presentation 4: “Case Study CarMax the Supermarket Concept” (Yves Flückiger)
- 12:30 – 13:30 Lunch Break
- 13:30 – 14:15 Presentation 5: “Case Study Auto Weller: the exclusive dealer channel” (David Zürrer)
- 14:15 – 15:00 Presentation 6: “Case Study Bosch Partner Concepts” (Samuel Schwizer)
- 15:00 – 15:30 Final Feedback and Discussion