

**Seminar in Services- und Operationsmanagement:**

**Changing Organisational Models in Car Distribution**

Prof. Dr. Helmut Dielt  
Universität Zürich

Prof. Dr. Susanne Royer & Uwe Stratmann  
Universität Flensburg

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Seminar-Kick-off February 20, 2009

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**Introduction: Changing organisational models in car distribution**

Prof. Dr. Susanne Royer  
Uwe Stratmann

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**Overview of the Seminar**

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| Today               | Kick-of with all participants<br>topic assignment<br>introduction lectures regarding the three core topics<br>guest presentation from the practice of automobile distribution<br>discussion of the selected topics<br>brief student's presentations regarding their planned research projects<br>feedback for each student regarding the planned research project |
| February till April | Intense work phase: Investigating the topics<br>Optional: video conferences in which participants present and afterwards discuss the current state of their work with the lecturers   |
| April 24/25         | Final workshop with all participants<br>presentations of the findings by each participating student<br>discussion of the results<br>final feedback round  |
| May 4               | Delivery final paper  |

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## Overview of the kick-off workshop on February 20, 2009 – Part I

|             |  |
|-------------|--|
| 09:00-09:30 | Welcome and getting in touch<br>Introduction to the project and topics                       |
| 09:30-10:15 | Impulse Lecture I "Reconfiguration of new car retailing?"                                    |
| 10:15-10:30 | Coffee Break   |
| 10:30-11:15 | Impulse Lecture II "Why does it make a difference to sell used cars?"                        |
| 11:15-12:00 | Impulse Lecture III "Service and repair: exploitation of the industry's last profit resort?" |
| 12:00-13:30 | Lunch Break  |

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## Overview of the kick-off workshop on February 20, 2009 – Part II

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|-------------|--|
| 13:30-14:30 | "Situation, Challenges and Strategies for a Car Retailer – The View of a Swiss GM Dealer Group" Guest Lecture by Louis Zünd, Frei MobilCenter AG |
| 14:30-14:45 | Coffee Break   |
| 14:45-16:15 | Specification of research proposals and preparation of a brief presentation for each sub-topic   |
| 16:15-16:30 | Coffee Break   |
| 16:30-17:30 | Students' presentations with regard to how they want to proceed with their topics  |
| 17:30-18:00 | Feedback and Discussion  |

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## getting in touch



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## Car distribution – a simple picture...




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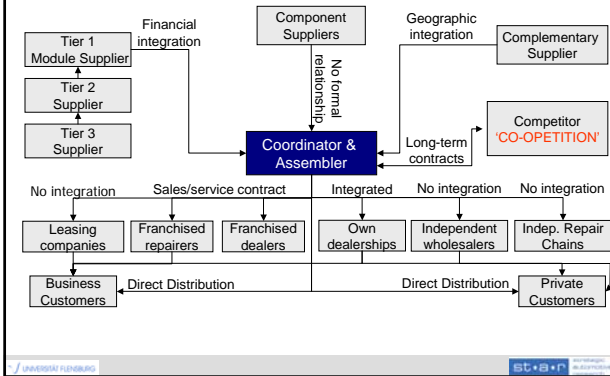
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## ...if you ignore a complex world!




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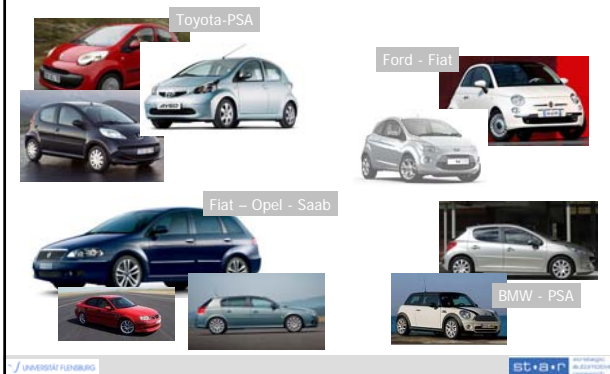
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## Examples of horizontal partnerships




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## We will deal with...

- recent trends and developments in the European automobile industry
- with the focus on the distribution side of the car industry
- distribution entails supplying new cars to dealers, selling them to final customers (and financing the sale), providing service and repair, and then re-marketing used cars

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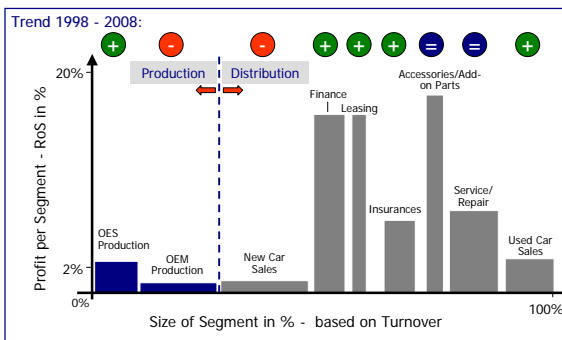
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## Profits in automotive value streams




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## Themen für die Seminararbeiten

- **Reconfiguration of new car retailing**
  - Case Study "Pendragon: An international multi-franchise group" (Jon Zabalo)
  - Case Study "Aventi AG: Facing future challenges through alliances" (Mark Strauch)
- **Why does it make a difference to sell used cars?**
  - Case Study "CarMax the Supermarket Concept" (Yves Flückiger)
  - Case Study "Auto Weller: the exclusive dealer channel" (David Zürrer)
- **Service and repair: exploitation of the industry's last profit resort?**
  - Case Study "Bosch Partner Concepts" (Samuel Schwizer)

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**Unsere Kontaktdetails:**

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Looking forward to interesting findings and an enjoyable project!  
Have a good drive!

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