

A Study on the Business Model of Dealer within Automotive Industry : A Systems Thinking Perspective

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ABSTRACT

The development of automotive industry helps to increase the country competitiveness. And it's the reason why a lot of counties are taking the development of automotive industry seriously. The development of Taiwan's automotive industry has more than 60 years. The development of automotive industry helps to increase the country competitiveness. And it's the reason why a lot of counties are taking the development of automotive industry seriously. The automotive industry in Taiwan has been developing for sixty of years. Its marketing channels had already fixed. The most car manufacturers choose regional dealers to sell their products. The regional dealers have the dual role. They are not only selling cars and accessories to a car, but also providing with the after-care service. Its business model is in a system with dynamic complexity. This study employs Systems Thinking with the four aspects, which Johnson et al brought up, to analysis the car regional dealer's business model. And this will provide some policy recommendations for the dealer's in automotive industry.

Keywords : systems thinking, dealer, business model

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