

A Study of Competitive Indicator on After Sales Service Market for Taiwan Tour Buses

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ABSTRACT

The demand of tour bus is increased gradually with the development of tourism. The increasing maintenance cost of a tour bus is correlated with car age in "after sales service market". The key points of market competition between the genuine garages and private garage are to increase the customer satisfaction, margin and the market share. The purpose of this study is to research the competitive indexes of "after sales service market of tour bus". The participants of this survey are the management of the genuine garages and the private garages. The sampling size is composed of 5 genuine garages managers and 7 private garages managers. 1. To research the correlation between the competitive indexes of "after sales service market" and the supply chain management of suppliers and customers. 2. Questionnaire: To research the competitive models of "after sales service market". To analyze the diversity and advantage between the genuine garage and private garage with four competitive indexes: "service", "quality", "cost", and "elasticity". 3. Subject-the genuine garage (core enterprise): To analyze the performance of competitive advantage and management based on the study of different scale of four competitive indexes between the genuine garage and private garage. 4. To research the growing opportunity of a core enterprise in reinventing competitive age, and review the business opportunity of "after sales service market of tour bus". 5. The results of this research which to show the correlations of competitive indexes between of the genuine garages and private garages are as below.

Keywords : tour buses ; after sales service market ; competitive indicator ; supply chain

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