BUSINESS BACKGROUND

One of the biggest and most significant industries in the world economy, the automobile sector is essential to commerce, innovation, production, and transportation.In addition to passenger cars, trucks, buses, motorcycles, and increasingly electric and driverless vehicles, it also covers the design, development, manufacturing, marketing, sales, and after-sales support of motor vehicles.Historically, the market has been dominated by large worldwide manufacturers, generally known as “Original Equipment Manufacturers,” or OEMs.Large supply networks of component and part manufacturers support these businesses.Traditional auto business strategies prioritized dealership-based sales, economies of scale, and mass manufacture.However, technological, environmental, and consumer advances are driving a contemporary revolution in the sector.

CRITERIA

Automated Standards

1. Quality and Safety

• Complies with all industry standards and safety laws (e.g., ISO and NCAP crash ratings).

•Six Sigma/lean quality aims for zero or extremely few defects per unit.

•Reliable performance in a variety of circumstances (weather, load, and trail).

1. Cost & Efficiency

• The vehicle or part was produced within the allocated budget;

• the cost per unit was competitive when compared to industry standards.

• Economical use of labor, resources, and energy.

1. Customer Satisfaction

• Fulfills the design, comfort, and usage requirements of the customer.

• High net promoter score (NPS) or consumer satisfaction index (CSI).

•Few recalls or warranty claims.