



ONLINE AUTOMOBILE SELLING

ABSTRACT BY

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INTRO TO OUR WEBSITE:

WEBSITE NAME: AUTO XPRESS



AUTO EXPRESS IS A PLATFORM OR ORIGIN OF SELLING MULTI BRAND CARS AND PROVIDES GOOD SERVICES.

“SPEED UP THE FUTURE”



INDEX

- ❖ INTRODUCTION .
- ❖ BUSINESS DESCRIPTION.
- ❖ COMPANY MISSION
- ❖ ZERO LEVEL DFD DIAGRAM.
- ❖ ACTORS & ACTIVITES
- ❖ CAR MODELS.
- ❖ MODE OF E-COMMERCE
- ❖ OPPORTUNITIES AND THREATS
- ❖ CONCLUSION.



INTRODUCTION:

- Introducing the car selling concept in online shopping (E-Commerce) for new and pre-owned cars.
- Auto Xpress publish a website on internet to reach the customers widely in range and to develop the sales.
- The AUTO XPRESS ,exposures the way of selling the cars through the Internet.





BUSINESS DESCRIPTION

- ✓ Business that sells **new** and **used cars** at the **retail level in online**,
- ✓ Publishing and **advertising the new inventory** cars on our website.
- ✓ Customer can also **book a pre-owned cars** and also requested to sale their pre-owned cars through our website.
- ✓ A car dealership, or vehicle local distribution, is a based on a dealership contract with an **automaker** or its sales **subsidiary**.
- ✓ It can also carry a variety of Certified Pre-Owned vehicles. It employs **automobile salespeople** to sell their automotive vehicles.

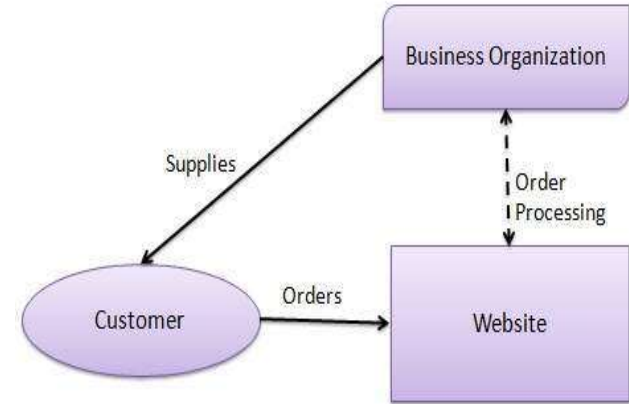
COMPANY'S MISSION



- Our goal is to be an industry leader in providing quality automotive products and services.
- We will constantly **strive to meet the changing needs of our customers.**
- Our aim is to provide an atmosphere that encourages employee teamwork, integrity and excellence.
- Together we will set and continually improve sales, service and operational standards to ensure long term market leadership and profitability.

MODE OF E-COMMERCE

BUSINESS TO CUSTOMER:



- ❑ Business-to-consumer e-commerce, or commerce between companies and consumers, involves customers gathering information; purchasing physical goods or receiving products over an electronic network.

Example:

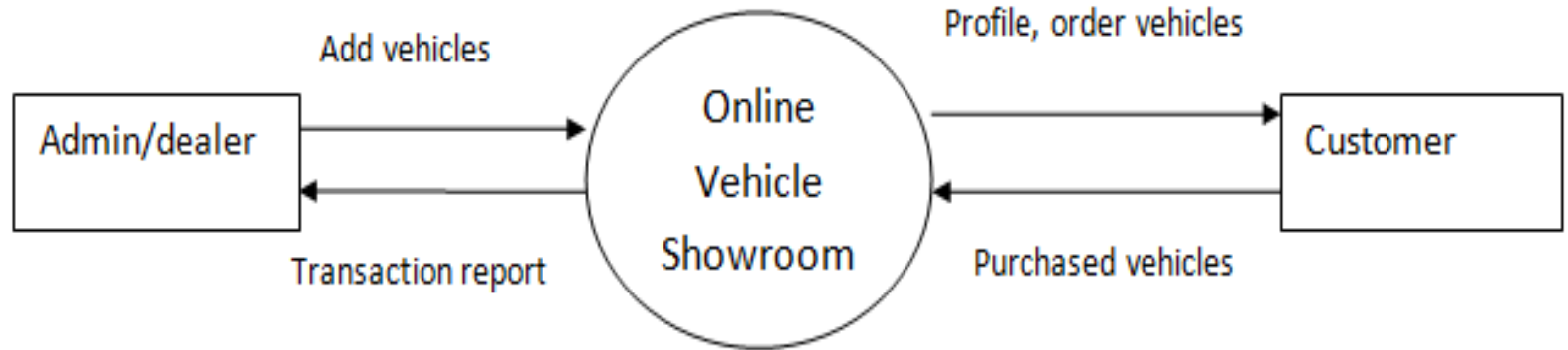
[AUTO XPRESS SELLING TO AN INDIVIDUAL CUSTOMER SHOPPING THROUGH WEBSITE OR OFFLINE.](#)



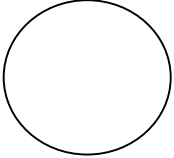


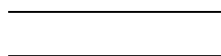
LOCATE BUSINESS IN ONLINE:

- The consumer behavior varies from features to comfort on the basis of quality, color, advertisement etc.
- Location of the company is in MUMBAI, and implementing the concept of buying and selling product in one place like e-commerce.
- The CARS, that are manufactured based on the booking the orders and deliver to the respective address on time.
- It deals with No 1.in a market with good expenditure.
- If not, the customer has to buy items in offline mode ,direct face to face interaction.

ZERO LEVEL DIAGRAM :

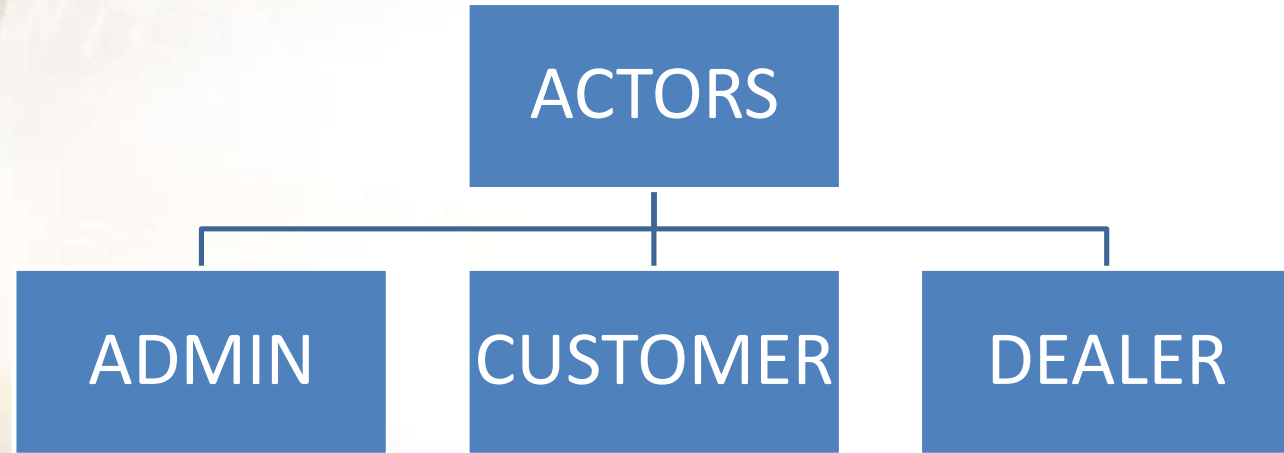


ZERO LEVEL DIAGRAM EXPLANATION :

NOTATION	COMPONENT	DESCRIPTION
	Process	An oval represents a process or transform that is applied to data or control and changes it in some way.
	External Entity	A rectangle is used to represent an external entity, that is, a system element that produces information for transformation by the software or receives information produced by the software.
	Data Flows	An arrow represents one or more data items or data objects.
	Data Store	The open box represents datastore-stored information that is used by the software.

ACTORS AND ACTIVITIES:

ACTORS: The main actors of Car Sales System :





ACTIVITIES:

ADMIN MODULE

- **INPUT** : inputs dealer details to create new account for dealer
- **PROCESS** : validation of data.
- **OUTPUT** : The system creates new dealer profile with login ID and password.

DEALER MODULE

- **INPUT** : inputs the vehicle details such as vehicle name, image, price, etc.
- **PROCESS** : Calculate vehicle price and uploading image.
- **OUTPUT** : The system uploads new vehicle details to database.

CUSTOMER MODULE

- **INPUT** : The user creates new account and orders new vehicle.
- **PROCESS** : Vehicle ordering and payment process
- **OUTPUT** : The user orders vehicle and makes payment.



DIGITAL MARKETING

Social Media Marketing

Encourage Online Reviews

Improve Website User Experience

FREE VIDEO CREATED ON
POSTERMYWALL.COM

Digital Advertising

Social Media Marketing

- ❖ Even though digital advertising is effective, it can get expensive. The cost of pay per click (PPC) is going up every day.
- ❖ [Social media](#) provides organic growth potential for the right content.
- ❖ With organic growth, we don't have to worry about wasting money, so make sure you have a good [social media marketing strategy](#)



Encourage Online Reviews

- ❖ Online reviews are the testimonials in the digital age. So, ask satisfied customers for reviews. It will boost your reputation.
- ❖ At the same time, [monitor negative reviews](#),



Improve Website User Experience (UX)

- Today your website is a crucial part of our brand identity. Make sure you have a [great web design](#) that makes your customers want to buy their next car from you.
- Most users browse websites on their phones, so you need your site to be fast and mobile-friendly.
- Investing in a good website designer can boost online engagement which will result in more interest in your car dealership.



Digital Advertising

- Advertising your car dealership on Google or Face book can help you reach your audience faster. [Digital advertising platforms](#) allow you to personalize your advertising to the audience.
- It means you have more leverage with car buyers. You can customize your ads to meet their particular needs.



G-mail
marketing



Google SEO

Product Samples :

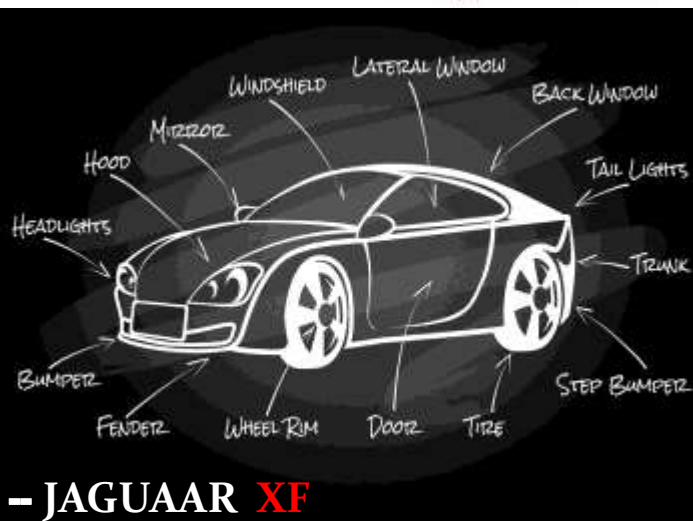


- JAGUAR XF



Auto Express giving exclusive car deals specially for BMW , JAGUAR XF MODELS and its specifications of new arrivals. Find it below





CAR SPECIFICATIONS :

ARAI MILEAGE	10.8 KMPL
ENGINE DISPLACEMENT(CC)	1997
MAX TORQUE(nm@rpm)	320Nm@1500-4000rpm
SEATING CAPACITY	5
BOOT SPACE(Litres)	505
BODY TYPE	Sedan
FUEL TYPE	PETROL
FUEL TANK CAPACITY	66
TRANSMISSION TYPE	Automatic
MAX POWER(bhp@4500-6000rpm)	197bhp@4500-6000rpm



KEY FEATURES OF JAGUAR XF

- ☐ **POWER STEERING**
- ☐ **POWER WINDOWS FRONT**
- ☐ **ANTI LOCK BRAKING SYSTEM**
- ☐ **AIR CONDITIONER**
- ☐ **DRIVER AND PASSENGER AIRBAG**
- ☐ **ALLOY WHEELS**
- ☐ **ENGINE START STOP BUTTON**
- ☐ **MULTI FUNCTION STEERING WHEEL**





AUDI A6 CAR SPECS :

ARAI MILEAGE	17.01 KMPL
ENGINE DISPLACEMENT(CC)	1984
MAX TORQUE(nm@rpm)	370Nm@1600-4500rpm
SEATING CAPACITY	5
BOOT SPACE(Litres)	560
BODY TYPE	Sedan
FUEL TYPE	PETROL
FUEL TANK CAPACITY	75
TRANSMISSION TYPE	Automatic
MAX POWER(bhp@4500-6000rpm)	241.3bhp@5000-6500rpm



KEY FEATURES OF AUDI A6

☐ POWER STEERING

☐ DRIVER AND PASSENGER AIRBAGS

☐ FOG LIGHTS-FRONT

☐ REAR CAMERA

☐ BRAKE ASSIST

☐ LEATHER SEATS

☐ REAR AC VENTS

☐ ALLOY WHEELS



OPPORTUNITIES:

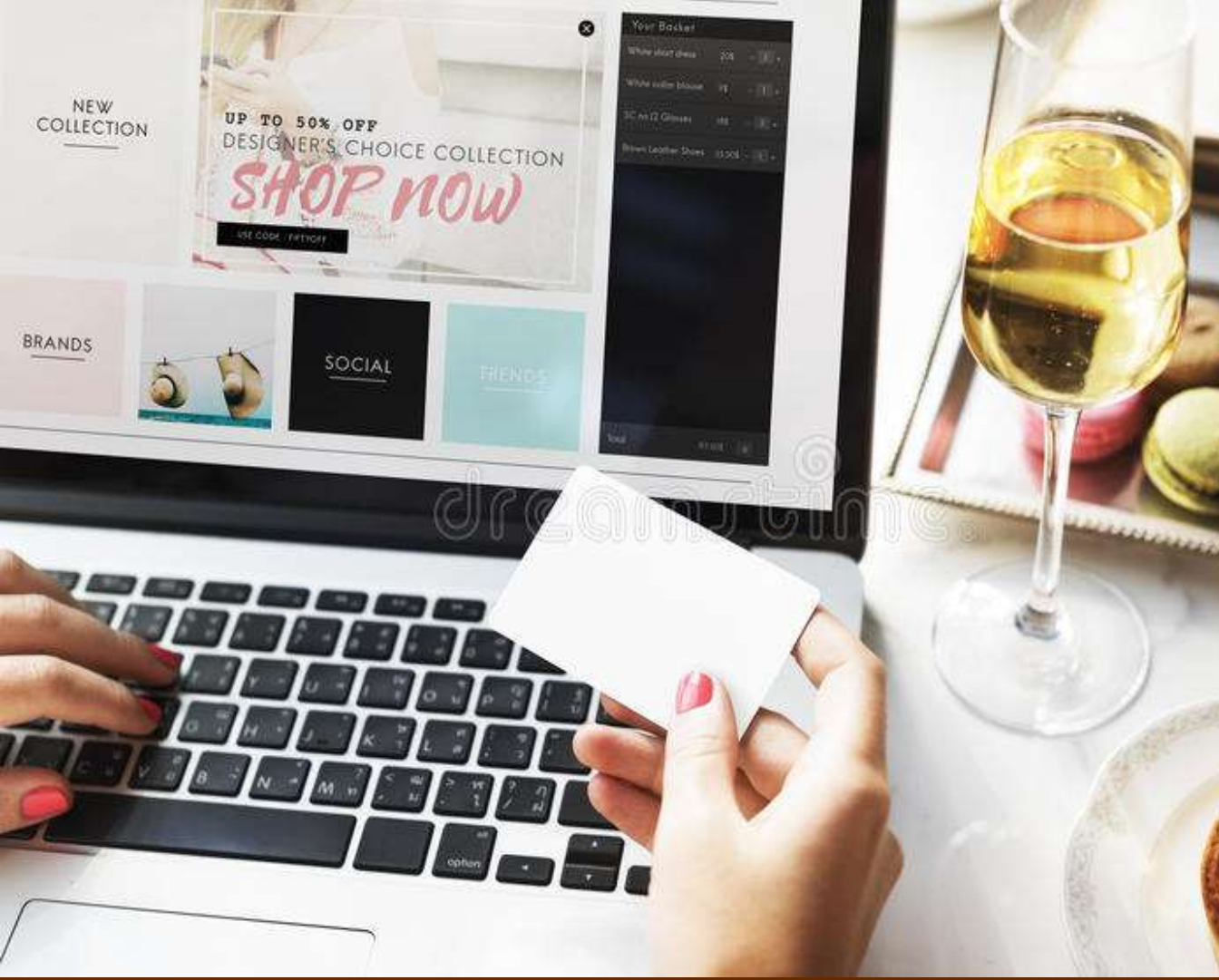


- ❑ Some opportunities presented to them by the car manufacturers or financial companies, like dealer incentives that reduce the cost of the car and allow stores to pass on savings to the customer.
- ❑ Dealers can also seize opportunities by setting themselves apart from the competition. Free maintenance, loaner cars or any measure that makes car buying less of a hassle can help win business.
- ❑ Our high service rating may be a direct result of knowledgeable service managers and mechanics. Therefore, flood advertising messages with facts about your service ratings.

THREATS:



- ❖ **Competition:** Competition includes publicly and privately owned new- and used-car dealers, as well as millions of private individuals.
- ❖ **Economic conditions:** The company is vulnerable to consumer credit availability and delinquency, interest rates, gas prices, and discretionary spending.
- ❖ **Retail prices:** Any significant changes in retail prices for used and new vehicles could reduce sales and profits.
- ❖ **Inventory:** "A reduction in the availability or access to sources of inventory would adversely affect our business," according to the company.



PAYMENT METHOD

NET BANKING

- ✓ RTGS
- ✓ NEFT
- ✓ CASH ON DELIVERY

REAL-TIME GROSS SETTLEMENT (RTGS):

- The term real-time gross settlement (RTGS) refers to a funds [transfer](#) system that allows for the instantaneous transfer of money and/or securities.
- RGTS is the continuous process of settling payments on an individual order basis without [netting](#) debits with credits across the books of a central bank.

Transaction Limit

Type	Minimum	Maximum
RTGS	Rs. 2 Lakhs	Rs. 10 Lakhs

NATIONAL ELECTRONIC FUND TRANSFER (NEFT):

- It is a nation-wide payments system that allows the transfer of funds from one bank's account to another.
- With an increased focus on online banking, NEFT has become one of the most popular ways of transferring funds.
- Since it can electronically transfer funds from any bank branch to any individual, it has eliminated the need to visit a bank branch for transfer of funds.

Transaction Limit

Type	Minimum	Maximum
NEFT	No Minimum	Rs. 10 Lakhs

CASH ON DELIVERY (COD):

Sometimes called **collect on delivery** or **cash on demand**, is the sale of goods by [mail order](#) where [payment](#) is made on delivery rather than in advance. If the goods are not paid for, they are returned to the [retailer](#). Originally, the term applied only to payment by cash but as other forms of payment have become more common, the word "cash" has sometimes been replaced with the word "collect" to include transactions by [checks](#), [money orders](#), [credit cards](#) or [debit cards](#).

LIMITS:

Most operators impose a limit on the amount of money that can be collected per delivery or per day using COD services. Limits may be higher for non-cash payments.



COMPANY DETAILS:

❑ COMPANY NAME: **AUTO XPRESS**

❑ COMPANY TEL-PHONE: **0416-222-333**

❑ COMPANY EMAIL ID:
autoxpressmultibrandcars@gmail.com

❑ WEBSITE LINK:
autoxpressmultibra.wixsite.com/autoxpress



C O N C L U S I O N

- ❑ Through e-commerce the AUTO XPRESS company will reach all over the world.
- ❑ The customer will visit our website to get more details about our car's .
- ❑ And they will be able to contact us for any queries regarding car purchase or any car model details through our website .
- ❑ It gives more flexibility over customers to know about our brand .
- ❑ Wholesalers are marketing intermediaries who buy in large quantity and sell to other intermediaries, who buy for resale or for industrial use.