**Activity 2**

**A close up of a piece of paper

Description automatically generated**

**Activity 3**

**Process one (Ordering Parts)**

Ordering of parts from Japan’s Isuzu Company. The parts will be shipped into the country on the expense of Isuzu East Africa. Isuzu East Africa will buy the parts at a low cost since it is a franchise of the parent company in Japan. The other parts that are available locally are obtained locally as is a government policy. Isuzu will get its tyres from the neighboring Sameer Africa Company that manufactures Yana Tyres.

**Process two (Receiving orders)**

The parts that have been ordered are categorized into 2. The first category being parts for big truck like trailers which aren’t ordered frequently due to demand. Those parts are shipped using a ship due to their bulkiness. The second category are the lights vehicles parts like pickups are shipped using planes because they are light and are in high need due to demand. The parts are then taken to the Isuzu East Africa HQ where the assembly plant is located.

Process three(Assembling vehicles)

The vehicles are assembled in the assembly plant by local workers. The first process is assembling the frame of the vehicle. This what supports every other part of the vehicle. The engine is then assembled and mounted on the frame. At this point the engine is tested and diagnosis is runned to ensure everything runs well in the engine. The tyres are then fixed on the vehicle. The assemblers now work on the chassis of the vehicle where they paint them and assemble them. The vehicle is tested on a road after which the chassis is fitted on them. The vehicle is then stored ready for purchase. After each stage of assembling, the manager in the department checks that every stage is carried out well.

Process four( delivering to car dealers)

The car dealers in various outlets in the country make orders from Isuzu east Africa at a low cost so that if they are to make a margin, it doesn’t become a high price for the buyers. The vehicles are taken to the dealers showrooms using large trucks so that the mileage of the vehicle doesn’t change.

**Process five (marketing)**

Marketing by the company is done using various means e.g online marketing, Newspapers, television in order to reach out to many people as much as possible. The have various marketing strategies such as having people paying in installments for some vehicles. The partner with other organizations like banks in order for people to have easier transactions in the vehicles purchase.

**Process six (customer orders)**

The orders are made from car dealers who sell at the retail price. The HQ only receives large orders from dealers, government that orders bulk, and other organizations.

**Value Added Analysis**

**Process one (Ordering Parts)**

Ordering parts from Japan’s Isuzu Company – BVA

Isuzu East Africa buys parts at a low cost as a franchise – BVA

Locally available parts mandated to be bought by the government – VA

Process two (Receiving orders)

Categorizing parts into truck parts and personal vehicles – BVA

Shipping the categorized parts according to urgency - BVA

**Process three(Assembling vehicles)**

Assembly done by local stuff – BVA

Test driving the car before storing ready for purchase – BVA

Manager ensures every stage is completed well – BVA

**Process four(delivering to car dealers)**

Car dealers make orders to Isuzu East Africa - BVA

Vehicles are transported via trucks to not cover mileage – VA

**Process five (marketing)**

Allowing customers to set up payment plans for their vehicles – VA

Using the most ideal forms of marketing like social media, televised adverts etc. - BVA

**Process six (customer orders)**

The orders and payments are made from the car dealers - NVA