**Partnered Dealership and Price Management**

**Introduction:**

The prices & discount differ from dealership to dealership.

We need to manage partnered dealership, inventories availability, capping structure (no. of cars the dealership to be permitted to sell with AckoDrive per month) and pricing.

**Who will manage this from the backend?**

Initially, dedicated admin will be responsible for managing the dealership and pricing.

The information should be collected by BDMs and sent to the admin to upload and control the quality.

**Partnered Dealer Management**

Partnered dealership management with their basic details. This integrates with lead squared or, other channels in order to make operation team, track and manage the dealership and inventory well. The contact points at the dealerships or, outlet help AckoDrive customers’ to do the test drive or, booking management process.

**Data to be captured:**

* Brand
* Partnered dealer company name
* Dealership Name
* Contract Letter (upload)
* Contact Person on **Central basis**. There can be more than one contact person at the central level.
  + Name of the person
  + Designation: GM/ Team Lead/ Corporate Manager/ CEO/ Dealer owner
  + Contact Number #1
  + Contact Number #2
  + Email ID #
  + Office Location (Address)
  + City
  + Pincode
  + Lat/ Long
  + Google Map of his/her location
* Each dealership might be having more than one outlet in a given city or, satellite city. Need to have partnered outlets in place.
  + Outlet 1
    - Full Address
    - State - City - Pincode
    - Lat/Long
    - Contact Person in the given outlet 1
      * Picture (Upload) ~ Not mandatory right now.
      * Name of the person
      * Designation: GM/ Team Lead/ Corporate Manager/ CEO/ Dealer owner
      * Contact Number #1
      * Contact Number #2
      * Email ID #
      * Office Location/ Dealership address
      * Google Map of his location

**Note:**

Similarly, provide ability to add more outlet against a dealership.

**Inventory & Price Management**

We need to have the visibility and control which dealership has committed a certain no. of inventories at what discount. The dealer committed inventories v/s actual delivery should be capped in a human intelligence way.

**Who will input the inventory for the dealership?**

The intelligence should be coming from the BDM & Contact center.

It has to be visited every month based on the dealer’s performance.

**Does the onroad pricing captured forever?**

No ! Each onroad price should have a validity period.

**How many types of pricing are available?**

* Market Price
* AckoDrive Price
  + Online booking
  + Offline booking
* Best Price - This is the price with maximum discount of the car.

**How many types of deals should be available?**

* Cash discount deal
* Special deal
* Super Special deal (Special deal + additional cash discount offers)
* Deal for you ~ Especially when we send across personalised offer to the customers.
* There might be few naming conventions of offer e.g. Black Friday Deal, Limited time period deal etc.

**What is AckoDrive On Road Price v/s Best Price?**

Ackodrive does not show the complete discount to the customer. The best discount should contain bottom line discount for the car. The best discount is shown to the customer only when there is an extreme need.

**Does the contact center employee have a visibility for best price?**

The contact center person should have the ability to stretch the discount upto 50% further out of the rest available best discount.

If further required, this will be approved by the administrator (some role).

**Why the customer will book online?**

We need to provide additional discount or, kind value to the customer to book it online v/s at the dealership. For online booking we will give additional discount from the best discount to lure the customer. The online booking value should have been configured pre-handed so that assisted team can let drive the booking.

**How will the deal configured?**

The deal will be dependent on following variables -

* Location (Registration city)
* Brand / Model/ Variant
* Type of car registration
  + Private
  + Commercial
  + Private + Corporate
  + Private + Special Partner

**Will there be a Terms and Condition for pricing?**

Yes, there will be standard terms and condition for each pricing. For special offers, we need to have additional terms and condition.

**Will there be a special instruction for certain cars?**

Yes, there should be special instruction based on the deals, which the customer can easily detect for example, this offer is only available for customers booking online and specific booking amount etc.

**For pricing configuration what data should be captured?**

* Model - Variant 1 - No. of inventories (Numeric Value)
* Price (Actual On Road Price with mandatory informations)
* Actual On Road Price break up
  + **Valid Till:** Date has to be mentioned (On road prices is true for a complete month long. This can be changed in between the month as well)
  + Actual On Road Price break up
    - Ex-showroom Price
    - Insurance price
      * Comprehensive
        + 1 year OD + 3 Year TP
        + 3 year OD + TP
      * Zero Debt
        + 1 year OD + 3 Year TP
        + 3 year OD + TP
    - RTO
    - Logistic charges / Incidental Charges
    - Extended Warranty
    - Roadside Assistance
    - Warranty + RSA
    - Warranty
    - Number Plate
    - Depot Charges
    - Basic Accessories
    - Essential Accessories
    - Corporate Discount
    - Govt Employee Scheme
    - Municipality Tax
    - Auto Card
    - Nexa Card
    - Honda Connect
    - Honda Genius Access
    - Fast Tag
  + *Note: Apart from the above 3 attributes in the black color, we should give option to add other mandatory information by the data entry operator.*
* **Acko Drive On Road Price break up**
  + **Number of inventories**
    - Ex-showroom Price
    - Insurance <Acko Insurance amount>
      * Comprehensive
        + 1 year OD + 3 Year TP
        + 3 year OD + TP
      * Zero Debt
        + 1 year OD + 3 Year TP
        + 3 year OD + TP
    - Registration charges
    - Logistic charges / Incidental Charges
    - Fast Tag
  + Overall cash discount
    - Dealer cash discount
    - Corporate discount ~ applicable if the customer is matching to a specific corporate.
    - Acko Insurance amount (@ percentile basis)
      * Comprehensive
        + 1 year OD + 3 Year TP
        + 3 year OD + 3 Year TP
      * Zero Debt
        + 1 year OD + 3 Year TP
        + 3 year OD + TP
    - Consumer cash discount if any for the same city
  + Cash discount - Auto calculate
    - Final on road price.
    - Total cash discount for the customer.
  + Special offers can be
    - Option1: **Rs.1** insurance on this car.
    - Option 2: Buy Now ~ Pay later
* **Kind Offers (Offers which is given terms of value addition)**
  + Dealership
    - Consumer offers from dealership/ OEM. It should be put across in text format to write.
  + AckoDrive
    - Post delivery committed offers
      * Full tank of oil. Oil upto Rs.2,500.
      * 3 Drive U vouchers worth Rs.1,500
      * Basic kit free worth Rs.2,500
      * One free teflon coating worth Rs.6,500

**Future Addition:**

* Add variants of the cars available @sales outlet for test drive
* AckoDrive BDM will be connected to a particular outlet.
* Offers Configuration
  + Offers to be defined at the model level
  + There will be certain models which will be for different type of registration types.
  + Registration types
    - Private
    - Commercial - Specific cars
    - Corporates
      * Govt. Offer +