5. Ratings

Each supplier and register user has a rating score to reflect their past business behaviors with other users. For suppliers who sell cars on the website, the rating is an importing factor to help customers, the register users, to compare service quality and make purchase decision. For register users who are customers or potential customers, the rating reflects a general feedback from the car sellers and their punctuality of payment. Mostly, the rating of supplier is more important compared to that of user but we would have ratings for both supplier and register user.

Each successful business would allow one rating. Supplier and register user would rate each other on the scale of 1-10. Suppliers would be rated on the aspects of accuracy, price, choice, service, and feedback.

Accuracy: if the information online the same as the real condition of the car.

Price: Price is probably one of the most important factors for used car shopping. Is the price provided by the dealer competitive compared to others’?

Choice: Does the dealer provide a lot of car choices?

Service: Is the dealer professional, nice, and informative? Does the dealer respond your call and emails in a timely manner? Does the dealer call you way too frequently and become bothering?

Feedback: The customer can add more feedback months or even years after the purchase. Is the car still working well after a year?

For register user/buyer, the rating from supplier would be simpler. If the register users are new and did not purchase on the website before, they would start with a score of 0. It would be the case for most of the register users, especially at the beginning of website operation. The register user would be rated on feedback and payment punctuality.

Feedback: Is the register user a good and reasonable customer?

Payment: Does the customer pay the rest of money on time? Does customer finish the loan at the end as planned?

10. Order and sale reports

Every week, a report would be generated to summarize all the sale and website traffic information happened in the past week. The report would contain:

Sale Section:

Total number of business transaction.

Total number of car sold.

Total amount of sale figure(money).

Each number above categorized by new/used car, type, and other factors that the readers are interested to know.

Traffic Section:

Total number of visits.

Pages viewed per visit.

Average time spent per visit.

Figure and comparison section:

Percentage of increment/decrement compared to last week.

The category with the largest change.

Visual representation of graphs and figures.