
Exclusive Summary Report

Addzest Carcolor (AZC)

Overview

Addzest Carcolor or AZC is company that provide a full-service of car maintenance, car tuner service, car washing and detailing(car care), Car painting service and sell after-market product such as exhausting system and exterior part.

SWOT Analysis

Strength

Addzest Carcolor or AZC company are having a lot of experience about service and modify a car. AZC can do anything about a car such as maintenance, change color and many thing about the car.

Weaknesses

Addzest Carcolor or AZC has only one official place open that cause slow service and not enough worker for service to customers.

Opportunities

Addzest Carcolor or AZC company founded around late 2013 and still growth up to presents that make they have a lot of connection between professional worker and international company. Moreover this company have more foreign customers that gain more market shared.

Threats

In the current situation COVID-19 is outbreaking that cause less customer come to the shop to buy a product or use service compared to normal situation.

Problem

❖ Too much customer

Customer come to shop to modify a car without any reserve that cause not enough space for parking a car and not enough worker to work.

❖ Not enough place to show a product

Addzest Carcolor or AZC has 2-place to display a product or service first is on Facebook second is coming to the shop that make confusion to customer.

❖ Foreign customer

Foreigners began to pay attention to Addzest Carcolor and they want to buy a product but this company have not worker skill to communicate to foreign customer.

Recommendation

❖ Not enough place to show a product problem

- Create a place that customer can review a product before buying such as website.

❖ Too much customer and Foreign customer problem

- Create a queue that use can reserve by website system. Moreover, Create a Chat bot to provide details a about product for foreign customer.

❖ COVID-19 threat

- Because a this is not normal situation you can use website and chatbot to provide information and improve a performance on online market.

Conclusion

Most of the problem in Addzest Carcolor company is customer relationship management (CRM) which mean if you follow the recommendation it will be solve the problem that occur. Moreover company will gain more market shared and more well-know in market.