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# AutoVentura

SINDS 1994

**“Analysing potential customers”**



## GRADUATION INTERNSHIP AT AUTOVENTURA PROFESSIONAL PRODUCT 2

LOLA VOM HOF  
INTERNATIONAL BUSINESS  
00078920

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## 1. Purpose

Next to the first professional product, the job vacancy for an account manager, a second professional product has been designed. This has been made because it will give AutoVentura the opportunity to start with their customer relationship building right away. It is also one of the steps that has to be taken before recruiting an account manager.

It has been said before that the first step for AutoVentura into the fleet sales market is the relationship building with their existing clients. AutoVentura is too small, has not enough brand awareness and does not even have the goal to become as big as a leasing company as Alphabet is for example. However, the relationship to their clients is very important to AutoVentura. Moreover, their aim to increase the brand awareness was the reason for this research into fleet sales. These factors lead to the approach of analysing AutoVentura's customer base.

The total customer base exists of 483 clients. These clients have an address in the region of Zeeland and visited either the showroom or the workshop at AutoVentura in the past year. From this total amount of clients approximately 60% is expected to have their own company, according to the sales advisor Stefan Elzevier. This amounts to a number of  $\approx 290$  corporate clients. It is already known that 57 clients have been allocated to *< business >*. Next to that, the table shows 120 *< private >* clients. This leaves 306 *< unknown >* clients. The calculation  $(290 - 57)$  reveals that 233 clients of the *< unknown >* list are corporate. The other 73 clients are private.

To find these 233 unknown clients, they need to be recognized. This can be done by the managing director and by the sales advisors as they were in contact with the clients. The intern already started with this analyzation and was able to filter 91 corporate customers. This leaves 142 corporate customers to find in the *< unknown >* list.

It is recommended that the list is analysed by the managing director first. After that it should be passed on to the sales advisors. When this has been done the managing director and the sales advisors should get in contact with the potential clients and define whether they could become target customers. If an account manager is already hired by AutoVentura, these target customers should be passed on to him/her.

The list of 91 corporate customers that has already been analysed can be found in appendix A. The names of the customers were left out, but can be traced by AutoVentura with their corresponding number.

## 2. SAFe Criteria

To evaluate the strategic option the SAFe model is used.

### 1. Suitability

A strategy is seen as suitable when it overcomes the difficulties that were identified and when the strategy falls in line with the goals the business wants to achieve. The difficulties that were identified are that analysing the customer base is a time-consuming task. Moreover, it cannot be done by one person only. It also involves some research to find out what kind of business it is and if it has company cars for example. With taking a first step in analysing this customer base the difficulties identified are (partly) overcome. Next to that, the goal that AutoVentura wants to achieve are fleet sales promotions. As revealed through research the first step to achieve this is the relationship building with the existing clients of AutoVentura. Thus, it can also be said that this professional product falls in line with the goals AutoVentura wants to achieve.

### 2. Acceptability

The acceptability of a strategy can be measured by the reaction of the stakeholders. As it had been mentioned in Professional Product 1, the managing director and the marketing manager both mentioned that identifying the target customers is the first step that has to be taken before anything else. This step has to be completed successfully, otherwise the business opportunity in fleet sales that relates to customer relationship is lost. As this professional product saves time in fulfilling the first step, it is highly appreciated by AutoVentura.

### 3. Feasibility

To assess the feasibility of a strategy a company has to look at their resources and ability. The analyzation does not cost anything in terms of money. It does, however, cost time and effort. AutoVentura has the manpower to follow this strategy, because only the managing director and the salespersons are involved. Also, no other resources than the client list are needed.

Three scenarios are identified based on what AutoVentura decides to do. In the **base-case scenario**, the list with already identified potential clients is handed over to AutoVentura and they decide to further identify the other potential customers. However, not each of these customers is contacted, only a few. In the **worst-case scenario**, the list with already identified potential clients is handed over to AutoVentura, but they decide to not further investigate potential customers. Lastly, in the **best-case scenario**, the list with already identified potential clients is handed over to AutoVentura and they decide to further identify the other potential customers. In the next step they contact *all* potential customers.

## Appendix A: Potential customers

Ja	109		NL	EUR	Land Rover		RANGE ROVER EVOQUE
Ja	101	BERGEN OP	NL	EUR	Land Rover		
Ja	86	GOES	NL	EUR	Land Rover		RANGE ROVER SPORT
Ja	84	KAPELLE	NL	EUR	Land Rover		
Ja	447	BRESKENS	NL	EUR	Land Rover		RANGE ROVER
Ja	398	BURGH-HAA	NL	EUR	Land Rover		RANGE ROVER EVOQUE
Ja	483	'S-HEER ABT	NL	EUR	Land Rover	L560	Range Rover Velar
Ja	264	KLOETINGE	NL	EUR	Land Rover		RANGE ROVER SPORT
Ja	292	KOEWACHT	NL	EUR	Land Rover		RANGE ROVER EVOQUE
Ja	268	ZOUTELAND	NL	EUR	Land Rover		RANGE ROVER SPORT
Ja	253	SCHORE	NL	EUR	Land Rover		RANGE ROVER SPORT
Ja	313	HALSTEREN	NL	EUR	Land Rover		LR3
Ja	356	GOES	NL	EUR	Land Rover		
Ja	341	GOES	NL	EUR	Land Rover		RANGE ROVER EVOQUE
Ja	1459	Vlissingen	NL	EUR	Jaguar	F Pace	
Ja	1789	'S-HEERENHI	NL	EUR	Jaguar	XE 2.0	
Ja	1342	AAGTEKERKE	NL	EUR	Jaguar	e-pace	E-PACE
Ja	1448	GOES	NL	EUR	Jaguar		JAGUAR I-PACE
Ja	1447	NISSE	NL	EUR	Jaguar		
Ja	1446	SCHORE	NL	EUR	Jaguar		
Ja	1431	HULST	NL	EUR	Jaguar	YYY	XE
Ja	1409	BERGEN OP	NL	EUR	Jaguar		
Ja	1699	ZIERIKZEE	NL	EUR	Jaguar		
Ja	1694	TERNEUZEN	NL	EUR	Jaguar		
Ja	1672	GOES	NL	EUR	Jaguar		
Ja	1838	TERNEUZEN	NL	EUR	Jaguar	XJ 3.5 V8	
Ja	1759	TERNEUZEN	NL	EUR	Jaguar	XJ	XJ
Ja	1745	MIDDELBUR	NL	EUR	Jaguar	F Pace / X761	F Pace / X 761
Ja	1549	GOES	NL	EUR	Jaguar		
Ja	1553	LEPELSTRAA	NL	EUR	Jaguar		JAGUAR XE
Ja	1626	PHILIPPINE	NL	EUR	Jaguar	XF	XF
Ja	687		NL	EUR	Land Rover		RANGE ROVER EVOQUE
Ja	686	BERGEN OP	NL	EUR	Land Rover		DISCOVERY
Ja	685	'S-HEERENHI	NL	EUR	Land Rover		DISCOVERY SPORT
Ja	724	'S-HEERENHI	NL	EUR	Land Rover		FREELANDER 2
Ja	1543	GOES	NL	EUR	Fiat		
Ja	638	VLISSINGEN	NL	EUR	Ford		FOCUS
Ja	330	NIEUWDORF	NL	EUR	Ford		FIESTA
Ja	1550	KAPELLE	NL	EUR	Ford		
Ja	692	HALSTEREN	NL	EUR	Jaguar		JAGUAR XKR CONVERTIB
Ja	760	WEMELDING	NL	EUR	Jaguar		
Ja	754	GOES	NL	EUR	Jaguar		X-TYPE 2.5 V6 EXECUT
Ja	732	MIDDELBUR	NL	EUR	Jaguar		E-Pace
Ja	521	VOGELWAAI	NL	EUR	Jaguar		JAGUAR F-TYPE
Ja	838	TERNEUZEN	NL	EUR	Jaguar		JAGUAR XE
Ja	904	VLISSINGEN	NL	EUR	Jaguar		JAGUAR XE
Ja	905	BURGH-HAA	NL	EUR	Jaguar		JAGUAR XJ
Ja	888	KAPELLE	NL	EUR	Jaguar		JAGUAR I-PACE
Ja	631	WESTDORPE	NL	EUR	Jaguar	XF	XF

Ja	1589	GOES	NL	EUR	Audi		A1 SPORTBACK
Ja	710	IJZENDIJKE	NL	EUR	BMW		M550I XDRIVE
Ja	580	OSSENDRECHT	NL	EUR	BMW		1ER REIHE
Ja	1920	ZIERIKZEE	NL	EUR	BMW	X3 Drive 190kw.	
Ja	627	OOSTDIJK	NL	EUR	BMW		320I
Ja	831	ZOUTELAND	NL	EUR	BMW	540d T	
Ja	879	SCHARENDIJ	NL	EUR	BMW		M40I XDRIVE
Ja	649	'S-HEER HEN	NL	EUR	BMW		X1 SDRIVE20I
Ja	443	HEINKENSZA	NL	EUR	BMW		420I
Ja	505	KRUININGEN	NL	EUR	BMW		116I
Ja	311	KLOETINGE	NL	EUR	BMW		Z1 U9
Ja	260	GOES	NL	EUR	BMW		330
Ja	269	GOES	NL	EUR	BMW		X5 XDRIVE40E
Ja	355	HOGERHEIJ	NL	EUR	BMW		330E IPERFORMANCE
Ja	1877	GOES	NL	EUR	BMW		Z REIHE
Ja	1829	KAPELLE	NL	EUR	BMW		
Ja	1828	KORTGENE	NL	EUR	BMW	X3 M40	
Ja	1383	TERNEUZEN	NL	EUR	BMW		
Ja	1391	HALSTEREN	NL	EUR	BMW		750I XDRIVE
Ja	1513	'S-HEER ARE	NL	EUR	BMW		530D XDRIVE
Ja	728	HEINKENSZA	NL	EUR	Audi	A3	
Ja	703	RITTHEM	NL	EUR	Audi		A3 SPORTBACK
Ja	542	SINT PHILIPS	NL	EUR	Audi		A3 LIMOUSINE
Ja	983	YERSEKE	NL	EUR	Audi		
Ja	966	VEERE	NL	EUR	Audi		
Ja	1309	SCHARENDIJ	NL	EUR	Audi		
Ja	856	TERNEUZEN	NL	EUR	Audi		Q2
Ja	190	KLOETINGE	NL	EUR	Audi		Q3 SPORTBACK
Ja	512	TERNEUZEN	NL	EUR	Audi		AUDI Q5
Ja	354	KOUDEKERK	NL	EUR	Audi		
Ja	1907	RENESE	NL	EUR	Audi		
Ja	1796	MIDDELBURG	NL	EUR	Audi		
Ja	1486	GOES	NL	EUR	Audi		