

Das Autohaus Der Zukunft - Entwicklung Eines Zukunftsfähigen Geschäftssystems: Entwicklung Eines Zukunftsfähigen Geschäftssystems - Markus A?ner

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1. Einleitung - Autohäuser im Wandel Die sich wandelnden Lebensstile in unserer Gesellschaft erfordern eine Anpassung der Produkte, der Dienstleistungen sowie der Vertriebsformen an veränderte Kundenwünsche und Konsumpräferenzen der Kunden von morgen. Neben der Gestaltung der laufenden Produktreihen und Dienstleistungsangebote entsprechend den Anliegen aktueller Kunden, müssen sich Unternehmen die im Markt auch weiterhin erfolgreich sein wollen, bereits heute über die Bedürfnisse ihrer zukünftigen Kunden Gedanken machen. In diesem Sinne ist es erforderlich, neue Kunden und Kundengruppen anzusprechen, Kundenwünsche zu erforschen und entsprechend zu erfüllen. Da Kunden jedoch mit der Frage nach ihren zukünftigen Bedürfnissen häufig überfordert sind, müssen die Autohäuser die Initiative ergreifen und die Wünsche ihrer zukünftigen Kunden vorweg denken und entsprechend agieren. Hierzu gilt es den Kontakt mit bestehenden und neuen Kundengruppen zu vertiefen bzw. neu zu knüpfen, um ein besseres Verständnis der heutigen und zukünftigen Nachfrage zu bekommen(1). Im Rahmen dieser Arbeit handelt es sich um die Nachfrage nach Automobilen sowie Dienstleistungen rund um das Automobil (sogenannte Mobilitätsdienstleistungen). Das Bedürfnis der Gesellschaft und damit des zukünftigen Kunden geht immer stärker in Richtung individuelle Freiheit und Mobilität. Ein entscheidendes Element innerhalb eines Konzeptes ist deshalb die Ausgestaltung der Kommunikations- und Vertriebswege. [...](1) Vgl. Ludvigsen (1995) Author: A?ner, Markus Publisher: GRIN Verlag Illustration: N Language: GER Title: Das Autohaus der Zukunft - Entwicklung eines zukunftsfähigen Geschäftssystems: Entwicklung eines zukunftsfähigen Geschäftssystems Pages: 00019 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638379816 Category: Business & Economics : Management - General

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