



Evaluation of The Management Performance of a Car Dealer Network

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ABSTRACT

Professionals need to know how good a company is and in the most competitive business sectors like the automotive retail industry, the business model is unique and headquarters set the same rules for their dealer's network. The information reports are excellent, very departmentalized and very detailed.

However, when the intention is to compare and prioritize information, it is not always standardized, and sometimes it is difficult to obtain quick and simple conclusions about certain aspects of the organization's management.

A problem arises when professionals just follow their intuition when evaluating a dealer, based on their professional experience and background.

Therefore, there is a need for standardized metrics that aggregate all management areas to allow a quick reading and that will enable good means of comparison between the assessed parties.

So, the main purpose of this article is to set an organization's measurement system in the automotive retail sector in terms of management performance.

According the methodology used in this study we can conclude Customer Satisfaction is the most important dimension of analysis to evaluate dealership performance and Dealership' Awareness is the least important.

Keywords: Customer satisfaction; dealer network; evaluation; information; performance