



**Hong Xing Auto Sales
and Service Co.**

2400 University
Stranden Street
Zack Street
George Blinn
TheCaseSolutions.com

WELCOME TO THE
HONG XING AUTO SALES AND SERVICE CO.
We are proud to serve you and your family.
We are committed to providing you with the best service and products available.
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Hong Xing Auto Sales and Service Co.

Eric Damerau
Brandon Bowen
Zack Strutt
George Burns

TheCaseSolutions.com



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Demographics
 Location - Jinhua China (south east China)
 Population - 500,000
 • Rapid Growth, GDP ^13%
 • Increased disposable income
 • Govt' investing in road infrastructure
 • Population becoming mobile

Changing Auto Sales & Services
 Overview (1980's - 2000s)
 • Highly fragmented market & slower
 • Low volume sales in rural markets
 • Constant growth
 • High maintenance costs
 • 2000 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Changing Auto Sales & Services
 Overview (2000's - 2010's)
 • High volume sales in rural markets
 • High maintenance costs
 • 2010 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Changing Auto Sales & Services
 Overview (2010's - 2020's)
 • High volume sales in rural markets
 • High maintenance costs
 • 2020 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Changing Auto Sales & Services
 Overview (2020's - 2030's)
 • High volume sales in rural markets
 • High maintenance costs
 • 2030 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Changing Auto Sales & Services
 Overview (2030's - 2040's)
 • High volume sales in rural markets
 • High maintenance costs
 • 2040 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Changing Auto Sales & Services
 Overview (2040's - 2050's)
 • High volume sales in rural markets
 • High maintenance costs
 • 2050 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Changing Auto Sales & Services
 Overview (2050's - 2060's)
 • High volume sales in rural markets
 • High maintenance costs
 • 2060 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Changing Auto Sales & Services
 Overview (2060's - 2070's)
 • High volume sales in rural markets
 • High maintenance costs
 • 2070 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Changing Auto Sales & Services
 Overview (2070's - 2080's)
 • High volume sales in rural markets
 • High maintenance costs
 • 2080 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Changing Auto Sales & Services
 Overview (2080's - 2090's)
 • High volume sales in rural markets
 • High maintenance costs
 • 2090 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Changing Auto Sales & Services
 Overview (2090's - 2100's)
 • High volume sales in rural markets
 • High maintenance costs
 • 2100 - Expansion into rural markets
 • Increased dealer density with large
 • Increased volume of sales in 1st or 2nd
 • Increase of the maintenance base

Demographics

Location - Jinhua China (south east China)

Population - 500,000

- Rapid Growth, GDP \wedge 13%
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Hongxing Auto Sales & Services

Owner - 1995 Li Hongxing

- Highly Successful Manager & Owner
- 70% service business annual contracts
- Constant growth
- High Retention ratio

2002 - Expand into auto sales

- several distribution deals with large brand automobile suppliers in the area
- majority of the revenue stream