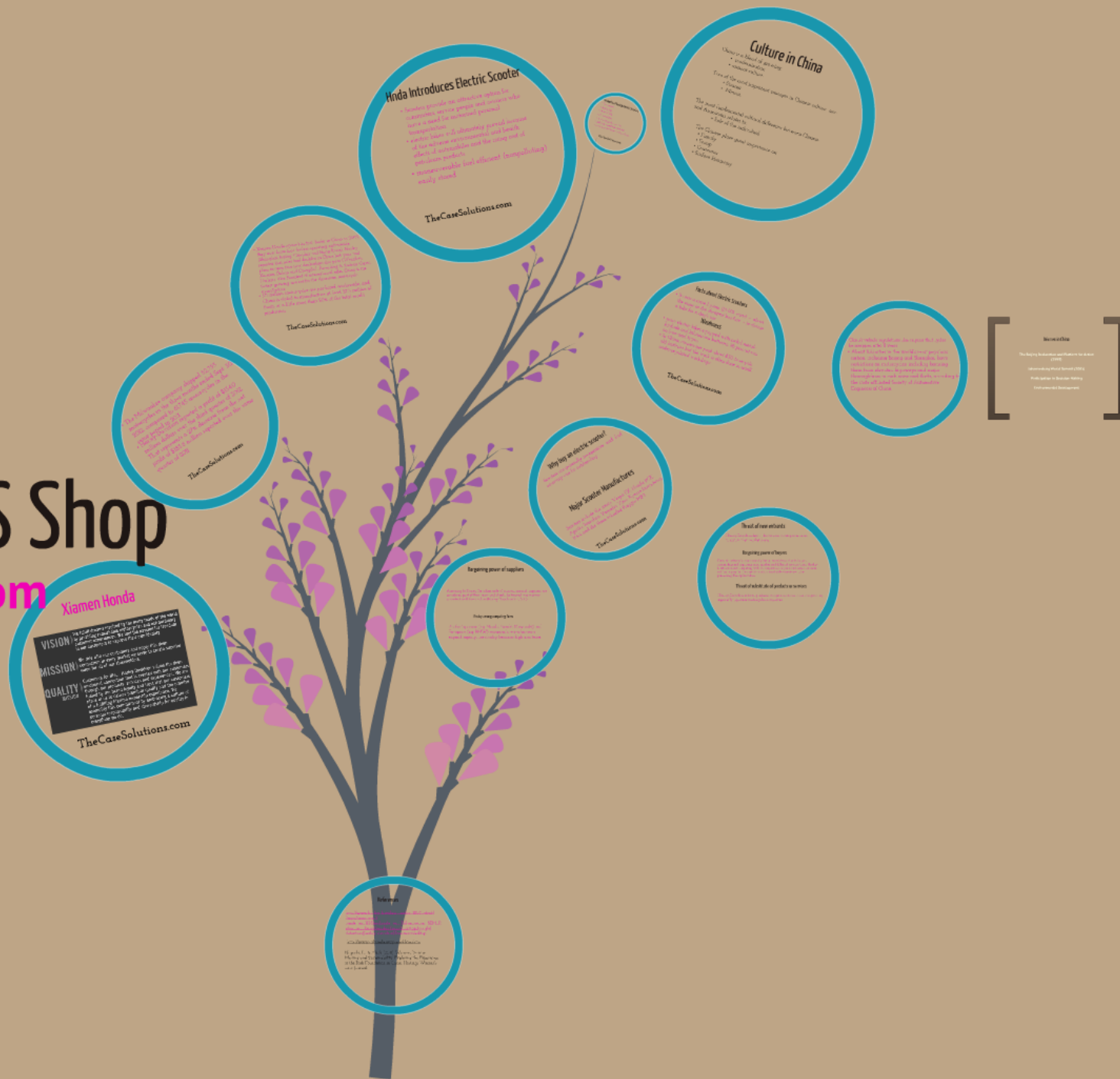


Xiamen Honda 4S Shop

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Sandeep Khattrra
 Shameka Tyler
 Alana Holter
 Rachel Owens



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Xiamen Honda

VISION
 MISSION
 QUALITY

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Honda Introduces Electric Scooter

- Customer provides an effective solution for commuters, saving people and money who have to deal for traditional scooters
- electric scooters are ultimately more of less expensive, environmental and health benefits of motorcycles and the lower cost of maintenance possible
- sustainable fuel efficient (reducing) easily stored

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Why buy an electric scooter?

Major Scooter Manufacturers

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The gaining power of suppliers

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References

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Introduction to the Scooter

Workshop

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Trend of new entrants

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Culture in China

China is a land of pressure

- authoritarian
- collectivist

The most fundamental cultural difference between China and American values is:

- Role of the individual

The Chinese place great importance on:

- Family
- Group
- Confucius
- Social Hierarchy

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Xiamen Honda

VISION

We fulfill dreams inspired by the many roads of the world by providing remarkable motorcycles and extraordinary customer experiences. We fuel the passion for freedom in our customers to express their own identity.

MISSION

We ride with our customers and apply this deep connection in every market we serve to create superior value for all of our stakeholders.

QUALITY MISSION

Customers for life... Harley-Davidson values the deep emotional connection that is created with our customers through our products, services and experiences. We are fueled by the brand loyalty and trust that our customers place in us to deliver premium quality and the promise of a fulfilling lifetime ownership experience. We exemplify this commitment by embracing a culture of personal responsibility and stewardship for quality in everything we do.

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- The Milwaukee company shipped 52,793 motorcycles in the three months ended Sept. 30, 2012, compared to 61,745 motorcycles in the same period in 2011.
- Harley-Davidson reported a profit of \$134.0 million dollars over the third quarter of 2012. That represents a 27% decrease from the net profit of \$183.6 million reported over the same quarter of 2011

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- Xiamen Honda opened its first dealer in China in 2005, they now have four dealers operating nationwide (Shanghai, Beijing, Qingdao and Hong Kong). Harley reported that sales had doubled in China last year and plans to open four new dealerships this year (Wenzhou, Xiamen, Dalian and Chengdu). According to Rodney Copes, Harley's Vice President of international sales, China is the fastest growing market for the American motorcycle manufacture.
- 50 million motorcycles are produced worldwide, and China is stated to manufacture at least 27.5 million of them, or a little more than 50% of the total world production

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Hnda Introduces Electric Scooter

- Scooters provide an attractive option for commuters, service people and couriers who have a need for motorized personal transportation.
- electric bikes will ultimately prevail because of the adverse environmental and health effects of automobiles and the rising cost of petroleum products.
- maneuverable fuel efficient (nonpolluting) easily stored

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Strengths of having Electric Scooters

- Convenient
- Production
- Affordability
- No restrictions
- Lowered production cost
- Different marketing strategies
- Increasing the female customer base

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Facts about Electric Scooters

- It costs a mere 1 yuan (15 U.S. cents) – about the same as the cheapest bus fare – to charge a bike for a day's use

Weakness

- more electric bikes equipped with nickel-metal-hydride and lithium-ion batteries, 98 percent run on lead-acid types,
- In China, owners are paid about \$30 to recycle old batteries but the work is often done in small, under-regulated workshops.

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Why buy an electric scooter?

Scooters are generally inexpensive and fuel economy can be outstanding

Major Scooter Manufactures

Scooters include the iconic Vespa PX, Honda PCX, Aprilia Scarabeo, Yamaha Vino, Kymco Downtown 300i and the three-wheeled Piaggio MP3

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