

# Business model evaluation of used car market player



For a Venture capital firm on the business model of one of their investee in used car segment

# **CLIENT PROFILE**

A used car market player that has raised couple of Millions of \$\$\$ was struggling to grow. VC firm wanted an independent evaluation of its business model, the supply and demand side constraints and business model changes that are required to grow.



## **SERVICES OFFERED**

- Evaluation of service mix
- Comparative competitive offerings
- Pricing
- Distribution and complementary services
- CX and POS changes
- Market structure evolution & consolidation of market

# KEY RECOMMENDATIONS

1

Business mix changes, Tier 1 dealer incentive redesign, Tier 2 and 3 dealer programs recast, acquisition cost optimization

2

Pricing for new services, lease and lending models, tie-up with NBFC & Banks, Auction services

3

Franchise plan and store experience, after-sales CX

