



AFTER SALES DEVELOPMENT PROJECT

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Mentors:

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After Sales Development Program – 2022

Dealers:

- Honda Point Motors 3S (Jamshoro)
- Yasir Autos 3S (Hyderabad City)

Honda Point Motors 3S (Jamshoro)

- 11 Lifts:

Honda Point motors have 11 lifts in which they must achieve 10 service incoming motorcycles per lift.

According to 10 motorcycles per lift, Service incoming should be 110 per day and 2,860 per month.

Yasir Autos 3S (Tando M. Khan Rd)

- 10 Lifts:

Yasir motors have 10 lifts in which they have to achieve 10 service incoming motorcycles per lift.

According to 10 motorcycles per lift, Service incoming should be 100 per day and 2,600 per month.

Dealer	Lifts	Per Day SI (nx10)	Per Month (SIx26)
Honda Point Motors 3S	11	110	2,860
Yasir Autos 3S	10	100	2,600



Honda Point

Owner: Sarfaraz Nawaz

Age: 36

Category: 3S

Territory: Hyderabad

Region: South

Year of Appointment: Mar – 22

Town: Jamshoro

Successor: Khalid

Target Audience: Honda Point is in Jamshoro, where TPS Jamshoro and universities like MUET, LUMHS and University of Sindh are nearby, so their audience is students, salaried persons and farmers.

Mechanics: Honda Point has 1 Head Mechanic, 4 Mechanics and 2 Helpers

Current Situation: Honda Point Jamshoro Sales are going well but their SI (Service Incoming) is lower than the actual target.

2022-23 Target													
Attribute	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
Sv. Incoming (Units)	100	125	150	175	200	225	250	250	275	300	300	300	2650
SIMS Feeding (100% of SI)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

2022-23 Achievement													
Attribute	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
Sv. Incoming (Units)	60	80	120	145	131	169	150						855
Difference	40	45	30	30	69	56	100						1795
Achieving % age	60%	64%	80%	82.8%	65.5%	75.11%	60%						69.79%
SIMS Feeding (100% of SI)	19%	37%	77%	45%	56%	70%	84%						55%

As we can see Honda Point has never reached the target of SI (Service incoming Units) from Mar – 22 to Oct – 22.



Mostly Honda Point SI generates on weekends because most of the customers get free on weekends.

To increase SI (Service Incoming) Honda Point launched a student loyalty card in which a student can avail Free Service for 1 Year but still it never touched the target.

Then they started calling customers to remind them about their motorcycles to get service but still only some of them picked up the call and the rest of them ignored or rejected the call.

They have a Facebook page with 608 followers as of 10/11/2022.

Issues:

As discussed with the successor (Khalid) he told us that the company is delivering the order late like after 1 month we are receiving our order, during that period the customer goes empty handed as the spare part was not available at that moment.

Mostly, there buyers are the heads of farmers who purchases 30 to 40 motorcycles at once for their farmers when the new model launch, the issue is that the farmers doesn't care about the service and maintenance of the bike that is why the motorcycle does not come back for the service.

Their SIMS feeding is not 100% due to which their SI units is not up to the target.

Demanded Product:

- Bearing

Flaws in the Store:

- Only 1 Mechanic out of 5 was available and the others were not present.
- The helpers were not wearing uniforms.
- Smoking was going on inside the store.
- There was no "No Smoking" sign inside the store.

Recommendations:

- Mostly people living in Jamshoro speaks Sindhi so Honda Point should start a campaign in Sindhi in which they should provide some services so that it would attract the people of Jamshoro.
- They can do celebrity endorsement like they can call Ghulam Asghar Khoso a well-known personality, He has a huge fan following in Hyderabad people would love to come to meet him at Honda Point which will increase Service incoming.
- They should feed their SI Units on time and it should be 100% every month.
- They can make Tiktok or Youtube Shorts a 30 second video in which they can guide the audience some basics of the bike mentioning their own store so that the



customers can be aware of some basics of the motorcycle and it will help in building customers trust towards brand and the store itself.

Yasir Autos

Owner: Jalal Khan

Age: 36

Category: 3S

Territory: Hyderabad

Region: South

Year of Appointment: Dec – 21

Town: Tando M. Khan Rd

Successor: Ahmed Shah

Target Audience: Yasir Autos is located on Tando M. Khan Road, where people from Tando Muhammad Khan, Hyderabad, and Matli etc. comes to purchase motorcycles and for service as well.

Mechanics: Yasir Autos has 1 Head Mechanic, 2 Mechanics and 1 Helpers

Current Situation: Yasir Autos Sales are going well but their SI (Service Incoming) is lower than the actual target.

2022-23 Target													
Attribute	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
Sv. Incoming (Units)	300	300	300	300	300	300	300	300	300	300	300	300	3600
SIMS Feeding (100% of SI)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
2022-23 Achievement													
Attribute	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total
Sv. Incoming (Units)	190	130	140	145	163	135	165	177					1245
Difference	110	170	160	155	137	165	135	123					1155
Achieving % age	63.3 %	43.3 %	46.6 %	48.3 %	54.3 %	45%	55%	59%					51.8 %
SIMS Feeding (100% of SI)	96%	68%	95%	67%	27%	39%	66%	38%					62%



As we can see Yasir Autos has never reached the target of SI (Service incoming Units) from Apr – 22 to Nov – 22.

Mostly Yasir Autos SI generates on weekends because most of the customers get free time on weekends.

They also sell their motorcycles to Showrooms as well with a ratio of 65% and 35% individuals.

Issues:

After discussing with the mechanics, we got to know that they are lacking in filling the service card, the mechanics think that if a customer comes only for the oil change it is not considered as a Service Incoming which is wrong, they think a little maintenance will not be counted as a Service incoming because of this main reason their Service Incoming is lower from the Target.

Mostly Showroom owners purchase 30 to 40 bikes at once, that is why their sales are lower than the actual target.

Services they did not count as SI:

- Oil Change
- Plug Change
- Brake Cable Change
- Clutch Cable Change
- RPM Cable Change

There Owner thinks motorcycles sales should be high rather than Service incoming, secondly, he was not aware of his service incoming score.

Flaws in the Store:

- The Helper were underage they were not 18 years or above it.
- Smoking was going on inside the store.
- There was no “No Smoking” sign inside the store.

Recommendations:

- They should get training in how to fill a Service incoming job card in which they will get aware of how to fill the service incoming job card.
- They should have a social media account of their store and consistently run it.
- They must hire a teenage employee for SIMS feeding and to deal with customers as there are less employees.
- They should have at least 5 mechanics including helpers as there are only 4 mechanics in the store with 10 lifts.