

# Example by StudyDriver

Source: <https://studydriver.com/plan/>

---

## Cars Plan Example

Competitor's Price Offering Competitor's Price comparison 1. (Cars) Hyundai| I30(21450\$)| Gets (14680\$)| Accent (16800\$)| Avante/Elantra (21000\$)| Sonata NF/YF (22-25400\$)| Genesis| Equus| Volkswagen| | Polo (17-24000\$)| Golf (25-27000\$)| Jetta (27000\$)| Passat (34-54000\$)| | Phaeton (87000\$)| Skoda| | | Fabia (18-22000\$)| | Octavia (25-34800\$)| | | Mercedes Benz| | | | C-class (37-45000\$)| E-class (49-70000\$)| S-class (80-110000\$)| Nissan| | | Tiida (27100\$)| | | Teana (43500\$)| | Ford| | | Focus (27000\$)| | Fusion (36-39000\$)| | | BMW| | | | 3-class (38000\$-)| 5-class (64000\$)| 7-class (108000\$)| 2. Minibus Hyundai| Starex (24650-28200\$)| Volkswagen| Crafter (57000\$) & Transporter T4/4WD (58000\$)| Mercedes Benz| Spriter (57000\$)| Ford| Transit (37000\$)| Nissan| Urvan (35000\$)| 3. SUV's Hyundai| Santa Fe (28-29500\$)| Tucson (25818\$)| Veracruz (41850-43980\$)| Ford| Escape (35000\$)| Everest (34000\$)| Explorer (42000\$)| Nissan| X-Trail (38500\$)| Murano (55000\$)| X-Terra (42000\$)| Volkswagen| | Tiguan (46-54000\$)| Toureg (66-72000\$)| Mercedes Benz| GLK (48000\$-)| ML (58000\$-)| GL (90000\$-)| BMW| X3 (64000\$)| X5 (93000\$-)| X6 (108000\$-)| "khet Motors" Company KHET Motors – Toyota Authorized Distributor in Mongolia Over 10 years in the market. \* Annual new Toyota car sales during years 2005-2008 ranged from 400 to over 1000 vehicles in Mongolia. \* Khet LLC continuously led the market amongst the authorized dealers in Mongolia, during years 2003-2008. Khet was the largest car dealer in Mongolia, annual dealer sales was 200-500 vehicles. Khet revenue in 2008 was near 40

mIn US Dollars. \* In 2009, Toyota manufacturer has started to fail and the US Congress and international scandals affected Toyota cars import not only to US, but also other countries, such as Toyota import to Mongolia decreased almost 4 times. In 2009, Khet Company significantly lost its market share, mainly to Nissan Dealer, Ford dealer and Korean car importers in Mongolia. \* In 2008, Khet Dealer's market share was 30. 6% amongst authorized dealers, while Toyota market share was 60% amongst Japanese Cars import. In 2009, Khet LLC dealer market share reduced to 12. 7%, and Toyota vehicle market share decreased to 38. 1% amongst Japanese cars import. Khet Automotive Monnis – Nissan Dealer in Mongolia MONNIS – Nissan Dealer \* Monnis started its core business as Nissan dealer in Mongolia. Monnis Group is engaged also in other businesses such as became the Liebherr dealer (heavy equipment), involved in the mining, construction and air transportation industries. \* Over 10 years in the automotive market. \* Annual Nissan new models sales is about 200-400 vehicles. Monnis Dealer Nissan annual sales is 150-300 vehicles. \* Monnis Dealer increased its market share from 16% in 2008 to 31% in 2009 amongst automotive dealer's market. \* Most popular models are Nissan "Patrol" SUV, Nissan "X-Trail" medium SUV, "Teana" – passenger car, "TIIDA" sedan. Monnis has one of best in Mongolia Nissan Standard Showroom and Dealer Service Facility in downtown, Nissan Customers preferences: Patrol – 40%, X-trail – 26. 56%, Infiniti – 20. 31%, Murano – 6. 25%, Pathfinder -12. 19%, TIIDA, Teana -9. 75%. Nissan Showroom in Ulaanbaatar Wagner Asia Ford and Land Rover Dealer \* 10 Years in the Automotive Market \* Excellent world class Showroom in Ulaanbaatar (one of best) \* Good Product Offering on specialty vehicles and fleet \* Targeted market for rich people, selling expensive cars (Range Rovers, Discoveries, Expeditions and etc. ) to mining Companies, owners and etc. \* Annual vehicles sales – over 100 vehicles Ford and Land Rover Showroom in Ulaanbaatar Naran Motors and BMW Business Naran Motors – BMW Dealer established in 2007. Dealer facility has a Showroom, automobile diagnostic center, parts & accessories shop, car wash and service center. BMW dealer sales representatives gone through a good training in Thailand and Malaysia. Yet, BMW has a small vehicle population in Mongolia. Annual dealer sales is 10-15 cars. Dealer has offering, thus cannot occupy the larger mass audience. Naran Trade's core business is engaged in the luxury retail trade and department stores. BMW Showroom in Ulaanbaatar Mongolian Star Melchers (MSM LLC) MB Showroom Construction of New Mercedes Benz Showroom is 90 percent completed by now. Tavan Bogd – Volkswagen Dealer New Showroom \* Volkswagen dealer is Tavan Bogd Company, Dealership established in 2005, launched new Showroom facility in 2007, Annual Volkswagen sales in Mongolia is about 30-60

cars. Dealer annual sales is 20-30 vehicles. Tavan Bogd Group is as well a Bridgestone tire distributor for Mongolia, engaged in whole asle trade, hotel and banking businesses. Popular model is "Touareg" SUV. Street Selling of Pre-Owned Vehicle Mongol Hyundai Kia 2009 FORTUNE – 100 COMPANIES BY CHAMBER OF COMMERCE & INDUSTRY | Company| Key Business Engagement| Car Business| Ranking #| 1| Bodi Group International LLC| Banking, Property| Toyota| 3| 2| Nomin Holding| Trade, Stores, Supermarket| Chevrolet| 10| 3| Tavan Bogd Group| Banking, Commercial, Hotel| Volkswagen| 14| 4| Shunkhlai| Fuel, Vehicle service| | 19| | Naran Group| Trade, Stores| BMW| 33| 6| Khurd| Automotive| Russian| 37| 7| Monnis Group| Automotive, Equipment, Mining| Nissan| 41| 8| Bridge Group| Construction, Automotive| Suzuki| 51| 9| Bayangol Hotel JSC| Hotel, Lodging and Catering| Genko Affiliate Company| 85| 10| Khet LLC| Automotive| Toyota| 92| 2008 FORTUNE – 100 COMPANIES BY CHAMBER OF COMMERCE & INDUSTRY | Company| Key Business Engagement| Car Business| Ranking #| 1| Nomin Group| Trade, Stores, Supermarket| Chevrolet| 8| 2| Bodi Group | Banking, Property| Toyota| 9| | Khurd| Automotive| Russian| 11| 4| Tavan Bogd Group| Banking, Commercial, Hotel| Volkswagen| 16| 5| Wagner Asia Equipment| Equipment, Automotive| Ford, LR| 21| 6| Shunkhlai| Fuel, Vehicle service| | 24| 7| Bridge Group| Construction, Automotive| Suzuki| 25| 8| Monnis Group| Automotive, Equipment, Mining| Nissan| 30| 9| Naran Group| Trade, Stores| BMW| 37| 10| Khet LLC| Automotive| Toyota| 54| 2007 FORTUNE – 100 COMPANIES BY CHAMBER OF COMMERCE & INDUSTRY | Company| Key Business Engagement| Car Business| Ranking #| 1| Bodi Group | Banking, Property| Toyota| 13| | Wagner Asia Equipment| Equipment, Automotive| Ford, LR| 19| 3| Nomin Group| Trade, Stores, Supermarket| Chevrolet| 27| 4| Tavan Bogd Group| Banking, Commercial, Hotel| Volkswagen| 29| 5| Khurd| Automotive| Russian| 33| 6| Monnis Group| Automotive, Equipment, Mining| Nissan| 36| 7| MSM LLC| Equipment, Automotive, Trade| MB, Mitsubishi| 37| 8| Shunkhlai| Fuel, Vehicle service| | 42| 9| Bridge Group| Construction, Automotive| Suzuki| 54| 10| Bayangol Hotel JSC| Hotel, Lodging and Catering| Genko Affiliate Company| 83| Key measures Corporate Sales Volume Taxes contributed to Government (VAT, Customs, CIT) Number of Employees Investment Corporate Social Responsibility TOP 5 Banks By Chamber of Commerce & Industry FORTUNE – 100 COMPANIES (TOP-5 BANKS) BY CHAMBER OF COMMERCE & INDUSTRY 2009 Ranking Capitron Bank| Genco Affiliate| Ranking # 5| 2008 Ranking Trade Development Bank| Genco Affiliate| Ranking # 3| 2007 Ranking Trade Development Bank| Genco Affiliate| Ranking # 1| FORTUNE-100 COMPANIES (Other Years) 2005| Bayangol Hotel JSC| Genco

Affilate| Ranking # 64| | Talkh Chicer| Genco Affilate| Ranking # 95| 2004| Genco Group| | Ranking # 48| 2003|  
Genco Group| | Ranking # 42| 2002| Genco Group| | Ranking # 30| 2001| Genco Group| | Ranking # 23|