

FROM: Sample Student
TO: Student's Sister
DATE: July 9, 2009
SUBJECT: Feasibility Study for Car Purchase

Purpose of the Report

The purpose of this report is to study which car dealership will best meet your transportation needs and budget. After analyzing the feasibility of various dealerships, I will recommend the most cost-effective car options.

Transportation Problems

According to your memo dated July 1, 2009, you need a new car for the following reasons:

- You will be working at a new company in Renton, which is far from your house.
- Going to work by bus is possible; however, it will be very tiring and time consuming.
- One of your neighbors also works in the same company, which means both of you can go together to save gas expense.

Dealer Contacts

Our dealer contacts for the cars are as follows:

University Dealership

Jack Henry

jhenry@udealer.com

Autotrader

Emily Histch

emily.histch@autrader.com

Japanese Autoshop

Michael Ivanov

ivanovm@japanautoshop.net

Criteria for Dealers

The following criteria were considered to determine which car dealership would best meet your needs:

1. *Products*—Each car dealer carries different products and models. You are going to need one that carries the best and newest car selection available.
2. *Maintenance*—You are going to purchase a car from a dealer that has great service quality. They must have qualified and trained technicians, as well as carries complete selection of spare parts.
3. *Warranties*—The warranties offered should be for at least five years or 60,000 miles at no extra charge.
4. *Cost*—The total budget for the car is \$20,000.

Needs Assessment

We agree that you are going to purchase a car in consideration that it will be the best option for you to go to work. As it will be your first car, we both also agree that you are going to buy a new one. Therefore, it will reduce the chance of broken parts and the need of full service.

Dealer Evaluation

- **University Dealership**—Having been in business for fifteen years, this dealership is staffed by highly trained technicians and sales staff. All University Dealership employees are certified by manufacturers. They mostly carry European made cars. The dealer promises five years or 60,000 miles warranty program.
- **Autotrader**—This dealership has been in business for five years. Autotrader carries only American made cars. The dealer offers five years or 60,000 miles warranty program as well. This dealership has certified and friendly staff.
- **Japanese Autoshop**—Having been in business for three years, Japanese Autoshop has highly trained staff and sales representatives. This dealership carries only Japanese made cars. They also offer the best warranty option, five years or 80,000 miles, without extra charge.

Cost Analysis

- **American cars**—American made cars are very affordable and low maintenance. However, in terms of exterior, American made cars are far behind the other two.
- **European cars**—European made cars are well built and have attractive looks. The downsides of European made cars are high maintenance cost and they are expensive.
- **Japanese cars**—Japanese made cars are both affordable and low maintenance. Japanese cars also have decent exterior looks.

The following table compares the three dealership I researched on a scale of 1-5, 5 representing the highest score.

Criteria	UD	Autotrader	Japanese Autoshop
Products	5	3	4
Maintenance	5	5	5
Warranties	4	4	5
Cost	3	5	5
Total	17	17	19

Summary of Findings

From the criteria table above, we can see that Japanese Autosshop is better than the other two, especially in terms of cost and warranty option. University Dealership carries the best products, however they are expensive. Autotrader offer the lowest quality product of all three.

Recommended Action

Given the combination of products, maintenance, warranties, and cost, Japanese Autosshop is our best choice. I suggest you to pick one of their Japanese cars selections that will fit your budget.

Percentage of passive sentences : 8%
Fog index: 9.6