

ApexCars.net | Business Canvas Model

Infrastructure:

Key Partners

Key partners include Honda, Toyota, Ford, and other car retailers. In addition to these larger and well known companies there are smaller “pre-owned” vehicle companies within the area. All of which partner with Kelly Blue Book for pricing and information regarding model listings. With regards to marketing and advertising, Apex partners with local newspapers for seasonal deals and pricing updates.

Suppliers

Suppliers range anywhere from well known retailers to small local dealerships. Less inventory is supplied from luxury brands such as Lexus, Mercedes, and BMW than it is from brands like Toyota and Honda. Most supply is found at auctions held in Fremont area.

Service Partners

Aside from the previously discussed dealerships Apex is partnered with local service departments and even a small number of car washes. They exchange services based on the idea that Apex will refer customers to their business and vice versa. Customers who purchase a vehicle from Apex Cars are then entitled to deals with their partners in case they are having issues with the vehicle or simply need it cleaned.

Resources

Partners supply Apex with pre-owned serviced vehicles. The price range varies based on what each company is interested in buying and selling. Being that the market is constantly changing, the exchange of supplies changes as well. Often partners will include contracts to their service departments so that if anything is wrong with a car they can fix it where they bought it for a fair price.

As previously stated, Kelly Blue Book is a common resource for most car dealerships used to give accurate price ranges for the model in question. Online resources are becoming more and more popular such as CarFax.com and TrueCar.com that allow businesses to further understand the market and what their competition is selling.

Offerings:

Customer Value

Often car salesmen have a bad reputation. They are seen as greedy, shifty, and dishonest businessmen interested solely in “making the sale.” Apex offers value to its customers by removing itself from this stereotype. Its business model revolves around the customer. All cars come with pre certified documentation and service fees covered. The location is convenient. Sales people are hand selected to ensure that customers are being treated properly.

Customer Issues

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Main Issue

As technology continues to grow and adapt, so must the car business. Customers are having trouble navigating the new website. In addition to navigation, most customers are at a disadvantage when it comes to buying a car because they know so little about cars themselves. This issue is not solely affecting Apex Cars. All car dealerships struggle with making sales or attracting customers simply because customers are uneducated on the topic of vehicles. This lack of understanding or knowledge drastically effect sales and help perpetuate the stereotype that car salesmen solely care about the sale.

Addressing the Issue

This UX issue of buying pre-owned vehicles can be fixed by developing a more user friendly website filled with information so that customers are able to educate themselves. Also, by offering deals to customers with poor credit scores Apex is indirectly helping to address the car salesman stereotype by taking the business from actual unfair businessmen.

Proposed Changes To Be Made

- Implementing new website design or layout with additional car sales information (in terms the average customer will understand)
- Increasing sales performances by equipping salesmen with the knowledge to explain to customers the process more thoroughly
- Customized deals for customers with special circumstances
- Make website more accessible/ convenient /usable

Finances:

Cost Structure

Most important costs include buying quality vehicles in addition to advertisement costs. Delivering a good quality product is nothing if the customers don’t know about it. Key resources that prove to be the most expensive come from dealerships such as Toyota; however these sales also produce the most customer satisfaction. Key activities focus primarily on advertisement, specifically related to informing the customer on the process of buying a car and the deals that they may or may not qualify for.

- In terms of finding quality pre-owned vehicles and even new vehicles to sell to customers, the company is cost driven
- In terms of advertisement, the company is value driven

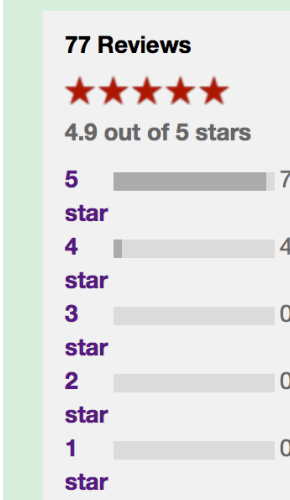
Customer Relationships:

Customer Feedback

Online Yelp reviews show that for the most part customers are extremely satisfied with their experience at Apex Cars. Most describe the situation as incredibly simple and others find that they qualified for deals that they didn’t know existed within the market of car sales. For the few yelp reviews that are negative the owner has taken it upon himself to respond with a personal message stressing his appreciation and gratitude towards the customer. **Figure A** is just one of many examples in which the owner dealt with complaints himself.

Testimonials

As an additional resource the company lists testimonials on their own website. Of the 77 reviews posted for this year, 73 customers gave their experience 5 stars and 4 gave their experience 4 stars.



Channels

Most customers that come to the dealership saw advertisements in the newspaper. For the Fremont area, newspaper ads seem to be the most effective; however, in terms of expansion, Apex must consider more online alternatives to market their business.

Figure A

★ ★ ★ ★ ★ 12/1/2014
So I see this place has 5 stars. I would have liked to give a full review of a transaction but I can't because Apex fully ignored us. We brought in our 2014 car to get appraised. They did a bunch of checks on it and said they are interested. We were there for a good 30 minutes. And they said they needed to ask the manager for the final price. We were supposed to get a call in a few hours. Its been two weeks...

I thought it was very unprofessional and have no interest in dealing with them. I rather they told us right then and there.

Was this review ...?

- Useful 8
- Funny 1
- Cool 1

 **Comment from Ed B. of ApexCars.Net**
Business Employee

12/5/2014 · Bevi,
Let me start by thanking you for your review. After reading your profile and looking into your experience with us I should be grateful that we received 2 stars. You are an accomplished Yelper with high standards and your feedback is appreciated and important to us. I reviewed your complaint and while the vehicle you were trying to get a figure on is very difficult to appraise we should have gotten back to you sooner and again my apologies for the delay. Regardless of the circumstances we stand behind our customers concerns and that's why we have so many 5 star reviews. As I mentioned in our private conversations, I am at your disposal for any future concerns you might have and I'm eager to personally correct your experience with us. Please don't hesitate to contact me directly if I can be of any further service to you and thanks again for bringing this issue to my attention. Like most, we aren't perfect but unlike most we genuinely care about our customers and strive to do right by them no matter what the circumstances.

Gary
Owner
[Apexcars.net Read less](#)

Current Customer Channels

- Newspaper
- Radio Advertisements
- Social Media (Instagram, Facebook)
- Website recognition