



September 4 Map: After Sales Network

In addition to having a product that meets the needs of the market, and a sales force that can effectively sell that need, many companies must focus on the after sales service as well. What happens when the product needs repair? What product development is required? In the past, these were typically considered the strengths of the international manufacturers, not the local manufacturers. Thus, a primary reason why consumers would spend more. However, as can be seen in the map below, this is not always the case.



Case Study: Truck Service Network

For logistics providers around the world, time is money. And anytime a truck breaks down in the middle of a run, it costs valuable time and money.

Therefore, for an international manufacturer of trucks used in the long haul logistics business, being able to repair trucks in a timely manner is a critical after sales service that must be provided.

As can be seen in the map to the left, Volvo's 15 service centers are unable to offer the China-wide coverage of their strongest 2 competitors, DongFeng and FAW, and as a result executives at leading international logistics firms are saying

“If China Post can buy local, so can we”

As indicated, it will be critical for manufacturers and retailers alike to fully understand that after service needs and build a strong platform to address those needs.