

Tom's Auto Service Case Study

1. Define and draw the customer benefit package, and state TAS's mission, strategy, and rank order of competitive priorities.

TAS's customer benefit package starts with the primary service as friendly, professional employees who regularly interact with customers while servicing vehicles. Possible services being changing oil, oil filters, tires, windshield wiper blades, and lubricants. The peripheral goods are the waiting room, coffee, tea, soda, current magazines, Wi-Fi and high-definition televisions. Customers are provided maintenance brochures and discount coupons for return visits. Peripheral services are cleaning the vehicle's windows outside and inside, vacuuming carpets, reviewing service history with the customer and explaining the technical aspects of vehicle service when asked or required due to potential safety or mechanical problems. Mechanical and technical personnel are automotive certified with background checks for technical skills and criminal history.



TAS's mission is to differentiate its 32 stores from competition in the regional quick-service vehicle oil-changes and lubricant-change industry. The strategy to achieve this mission is by focusing on peripheral goods and services, the servicescape, and customer-

Case Study Of Toms Auto Service

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Case Study Judge Baker Foundation, Boston,1922 *Case Study* Judge Baker Foundation,1922 Case Study No. 1[- Judge Baker Guidance Center,1922 **Case Study No. [1-20]** Judge Baker Guidance Center,1922 *ECM Technology* Tom Jenkins,Hartmut Schaper,2005 Enterprise Content Management ECM describes a critical new segment in information technology ECM describes both a philosophical approach to and the underlying technologies used to help businesses transform their content into competitive advantage **Resources in Education** ,1985-07 *Smart Rivals* Feng Zhu,Bonnie Yining Cao,2024-08-20 A fresh research based look at how companies can better compete on their own terms with tech giants from a Harvard Business School professor and a former Bloomberg journalist Companies are fighting the wrong battle The consensus has been to learn the best practices from tech giants and then imitate them But new paths for growth aren t created by imitation they re forged by radical differentiation In Smart Rivals Harvard Business School professor Feng Zhu and former Bloomberg journalist Bonnie Yining Cao show business leaders how to create competitive advantages by offering product features and benefits that tech giants and other competitors cannot match in the digital AI age Taking readers on a global journey Zhu and Cao showcase a variety of companies including Domino s Nike and Sephora and fascinating case studies such as Belle the leading women s footwear retailer in China EbonyLife Nigeria s top media conglomerate and Telepass Italy s popular electronic toll payment service Through these diverse examples they illustrate how companies identify their path for growth in the digital age by leveraging their unique capabilities Drawing on original research and insights gleaned from leaders in a wide range of industries Smart Rivals is a blueprint for uncovering your company s hidden strengths It will help you spark innovative solutions and capabilities including new products services strategies and advantages that mere imitation could never provide **Sherman Act Indictments, 1955-1965** James M. Clabault,John F. Burton,1966 **Autonews and Auto Service Bulletin** ,1944 Mechanix Illustrated ,1959 **Resources in Education** ,1997 **Michigan Manufacturer & Financial Record** ,1916 The Automobile ,1908 **Hoosier Motorist Home & Away** ,1919 **The Automotive Manufacturer** ,1921 **Commercial Car Journal and Operation & Maintenance** ,1929 **Scientific American** ,1917 Monthly magazine devoted to topics of general scientific interest **The Breeder's Gazette** ,1912 *National Petroleum News* ,1928 *The Texas Outlook* ,1929

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