

How to Improve the Competitiveness of Automobile Maintenance Enterprises

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Abstract: The quality of automobile maintenance is the guarantee of the benefit evaluation of maintenance enterprises. This paper systematically analyzes the management status and existing problems of automobile maintenance enterprises, and on this basis puts forward the development strategy of relying on maintenance association and enterprise cooperation.

Keywords: Automobile maintenance enterprise, Competitiveness, Car, 4s Shop

1. Introduction

Vehicle maintenance enterprise management with the development of the society of high and new technology application, auto repair car enterprises in China, more and more exposed some problems, seriously restrict the development of the industry, vehicle maintenance and repair services enterprises should face the shortcomings and problems, promote the beneficial and abolish the harmful, can be in the future market competition from impact, a foothold, and obtains new development. The rapid growth of automobile ownership in China has laid a solid foundation for the development of automobile service industry and brought great opportunities for automobile maintenance industry. At the same time, the fierce market competition also puts forward new requirements and challenges to this paper. At present, China's automobile maintenance enterprises have reached more than 300,000, most of the automobile maintenance enterprises operating conditions are very poor, some even facing bankruptcy, most of the automobile maintenance enterprises have no competitiveness. The auto repair industry can no longer rely on traditional empirical ways of investing, operating and maintaining. Therefore, how to adapt to the trend of The Times for auto maintenance enterprises to adjust their development strategy is the key to the survival of future enterprises.

1.1. The Problems Existing in the Construction and Implementation of Automobile 4s Shop

1) At present, in the automobile maintenance industry, there is no distinction between the grade and strength of the distribution brand. No matter when their investment can be recovered, they only pursue luxury and first-class, and build 4S stores in a rush, which goes against the market rules.

2) It will take some time to update the marketing concept and deepen the understanding of the whole staff of the automobile 4S shop. Similar problems within the enterprise have not been promoted to the same status as the automobile maintenance technology.

3) The software service of 4S auto stores can't keep up with the pace of hardware construction, the marketing personnel lack technical knowledge, and the maintenance service team lacks awareness of new technology and new equipment.

1.2. Problems Existing in Comprehensive Maintenance Enterprises

1) Adopt traditional maintenance methods to treat modern automobile technology. As the structure and control technology of the car have become high-tech, it is no longer feasible to use the method of "handicraft repair". The so-called "craft repair" refers to the operation to guide the repair of cars.

2) The cultural quality of maintenance technical workers is generally low. At present, the proportion of technicians working in maintenance enterprises who have secondary vocational school

education or intermediate vocational qualifications is relatively low. Due to the cultural foundation is weak, the workers in the face of modern car new craft, new technology, and limited ability to self study to improve and many business owners or managers to improve the level of technical workers, strengthen T new technology, new theory knowledge training interest is not high, leading to workers, professional and technical capacity to keep up with the development of modern automobile technology.

2. The Development Strategy of

2.1. Change the Traditional Way of Maintenance

As the car from the structure to the control technology continues to improve, the use of "craftsmanship" approach is no longer feasible. "Craftsmanship" refers to the experience to guide the repair of the car, "in the art of repair" method is only applicable to the repair of traditional cars. And we now face the high-tech content of the car, we must take the method of not disintegration, with the detector for S break, correctly find out the fault and the cause of the fault, work out the troubleshooting program. At the same time, the maintenance manual provided by the automobile manufacturer should also be used to carry out the maintenance operation according to the prescribed operation process rules, which is the standardized and standardized "process standardized repair" method.

2.2. Change the Old Constitution of Automobile Maintenance Enterprises

Sound operation mechanism is the guarantee of enterprise development. In the wave of China's reform and opening up, maintenance enterprises continue to marketization, but today the internal enterprises have not been rid of the shackle of the old system, so the brain drain, profit can not keep up, many enterprises are difficult to maintain, or even face bankruptcy. For the development of enterprises, the leaders of enterprises must establish a new system consistent with the current market demand and attach great importance to personnel training and technology development.

2.3. Pay Attention to Corporate Culture and Human Resource Management

The culture of the enterprise directly affect the enterprise employees' mental outlook. As the leading enterprises not only pay attention to economic benefits, and ignore the spiritual life of the employees.

1) Reasonable allocation of technical personnel in enterprises. In particular, it is a four-in-one automobile maintenance enterprise or a general maintenance enterprise. The technical quality and business quality of people are the most important, especially the high-tech content of modern automobiles and the implementation of maintenance process regulation today. First of all, the leadership of maintenance enterprises should understand some knowledge of modern car maintenance: from the fundamental R understanding of the importance of using T art to standardize car repair. This is the key to realize scientific and standardized maintenance and establish modern automobile maintenance enterprises. Next, the personnel that participates in maintenance, must be engineer, technician, technical worker trinity. Again, the reception marketing personnel must be familiar with the structure of the modern car, the principle, can operate the computer skillfully, in order to form a multi-integrated modern enterprise management mode.

2) Regular staff training. Modern automobile technology, steam left detection and diagnosis equipment, maintenance technology change with each passing day technology update and product replacement is fast, at the same time, the concept of enterprise management mode is also constantly updated. Therefore, employees' technology, management concept, service awareness and other relevant knowledge need to be updated and improved regularly. Therefore, regular staff training should become a regular work of maintenance enterprises, which can be implemented by combining external addition with content, so as to improve the overall quality of employees and reserve talents for the further development of enterprises.

3) Create corporate culture and improve the distribution system. The staff of an enterprise is the cell of an enterprise, and the vitality of an enterprise is maintained jointly by the staff as the cell. The vitality of cells depends on the nurturing of the enterprise environment. Good enterprise culture and reasonable distribution system are the nutrition liquid of enterprise environment. Once the nutrient solution becomes stale and deteriorated, the vitality of the cells will be damaged, and the enterprise environment will deteriorate until paralysis. Therefore, it is necessary for the healthy development of an enterprise to formulate a reasonable, fair and incentive distribution system and regularly carry out

activities conducive to the physical and mental health of employees and team cohesion.

2.4. The Introduction of Advanced Repair Equipment

With the development of automobile industry, automobile design and manufacturing level and performance are getting higher and higher. More than 100 years before the birth of the automobile is only a simple four-wheel vehicle, is laughed at by some people including the coachman hulking monster, is a high-tech and modern car crystals, especially the rapid development of electronic technology, artificial intelligence, make the car's high degree of science and technology constantly improve, intelligent made cars, qi yi SHS safety system, electronic control the transmission system, the air suspension system, power steering system, cruise system, central door lock, and guard against theft system, self diagnosis system and so on, this a series of high and new technology constantly improve the car's performance, show car in front of us is a collection now Generation of the wisdom of the high-tech products of civilization, and the high-tech products are still constantly developing in depth to the high-tech field, so the maintenance of these systems, if there is no special tools and equipment, simply cannot be carried out. Therefore, in order to adapt to the development requirements of the automobile maintenance market, the maintenance of such highly intelligent vehicles, we must increase the corresponding detection and maintenance equipment investment, and strive to make enterprises to scale, high-grade, high level direction, enhance the strength of the enterprise, increase the ability of enterprise competitiveness in the market.

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