Beta Auto Dealers

Memo

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| To: | Recipient Name |
| From: | Your Name |
| cc: | Name |
| Date: | Date |
| Re: | Subject |

Beta Auto Dealers is a High-end pre-owned Honda dealership with related leasing assistance that makes numerous profitable ventures. In the modern-day competitive environment, formal planning in business is a significant element in attaining the success of a business. In the Phoenix area, Beta Auto Dealers is among the numerous dealerships for vehicles trying to improve its interaction with more augmented information and marketing with a management meeting. The management of the company has developed this disciplined methodology in planning to help the organization anticipate its economic prerequisites and other vital data and its concept in business. At Beta Auto Dealers, we also emphasize consulting with the clients, bringing forth their attention to the pre-driven and novel products.

At Beta Auto Dealers, the use of Televisions results in the highest number of visits since most people have vast access to the same. Looking at the newspapers, they tend to be more efficient at creating sales in different cities than in other cities. For instance, some towns usually are more prone to read newspapers than listen to radios or watch television. At Beta Auto Dealers, friends, newspapers, and television have the most efficient gross margin of 80, 60, and 200 visits, respectively. Some salespeople in diverse areas generate higher revenues and gross margins than others, depending on the places they are located and their experience in the same. How best would this data on Beta Auto Dealers fit in a table?

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| **Touch-points** | **Number of Visits** |
| Drove By | 12 |
| Beta Owner | 20 |
| Television | 200 |
| Website | 45 |
| Newspaper | 60 |
| Friend | 80 |
| Radio | 40 |

 Besides, Beta Auto Dealers have different touch-points that best relate to clients with individual systems regarding accounting information. At the same time, visits get recorded in a stand-alone and separate system. The car dealership has diversely experienced professionals with increased work and has obtained numerous concepts of different aspects like:

* Issuing creative marketing strategies
* Identification of competitive products and forces
* Researching the growth potential for Beta Auto Dealers
* Researching the market regarding Honda dealership
* Assisting in the structure of lending offerings and funding options to clients at Beta Auto Dealers

We will appreciate your feedback regarding Beta Auto Dealers. Also, bear in mind that some of Beta Auto Dealers' strengths have a broad base of management and sales experience in successful automobile dealerships in the last decade, but we intend to keep up the good work and improve on the same.