

PERUBAHAN DALAM STRUKTUR DISTRIBUSI AFTERMARKET OTOMOTIF INDEPENDEN: ANALISIS DAMPAK PADA ZF DAN FORMULASI STRATEGI MASA DEPAN

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Abstrak

Tesis ini menyelidiki apakah struktur distribusi ZF yang diterapkan pada saat ini untuk *aftermarket* independen bersifat berkelanjutan. Pada mulanya latar belakang teoritis yang relevan pada saluran distribusi dan organisasi ZF disediakan. Dalam mengikuti tren saat ini, seperti konsolidasi pada tingkat grosir, perluasan OEM ke IAM, digitalisasi saluran dan meningkatkan pengaruh perantara digital dianalisis. Selain itu wawancara ahli dan analisis harga dilakukan oleh penulis.

Tesis ini menunjukkan bahwa ZF mengikuti pendekatan sempit untuk distribusi suku cadang *aftermarket* di Eropa, karena saluran *e-commerce* tidak dikelola oleh ZF. Solusi yang berbeda dibahas oleh penulis dan akhirnya, di antara banyak rekomendasi perbaikan lainnya, pengembangan toko daring direkomendasikan.

Kata kunci: distribusi, *aftermarket* ZF, saluran, digitalisasi, toko daring

CHANGES IN THE DISTRIBUTION STRUCTURE OF THE INDEPENDENT AUTOMOTIVE AFTERMARKET: AN ANALYSIS OF THEIR IMPACT ON ZF AND FORMULATION OF FUTURE STRATEGIES

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Abstract

The master thesis investigates whether ZF's current distribution structure for the independent aftermarket is sustainable. In the beginning the relevant theoretical background on distribution channels and the ZF organisation is provided. In the following the current trends, such as consolidation on the wholesale level, expansion of OEMs into the IAM, digitalization of channels and increasing influence of digital intermediaries are analysed. In addition expert interviews and price analysis are conducted by the author.

The thesis shows that ZF follows a narrow approach to the distribution of aftermarket parts in Europe, as the e-commerce channels are not managed by ZF. Different solutions are discussed by the author and finally, among many other improvement recommendations, the development of an online shop is recommended.

Key words: distribution, ZF aftermarket, channel, digitalization, online shop