

An investigation into the Japanese car importation process and how it can be simplified using modern technology for the UK consumer market.

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Introduction:

The main purpose of this project is to utilise modern technology to simplify the processes experienced by UK customers when importing second hand Japanese cars into the country.

This will be done by creating an online business system whereby a customer can simply inform the company of what car they want and what is their budget.

The project will also look at customer buying preferences, as well as performing a case study on the difficult procedure of importing a Japanese Domestic Market Vehicle into the U.K by importing our very own car.



[1] - Typical Japanese car auction house.

What we're aiming to achieve:

The principle aim of this project is to create an online marketplace to act as an implementation of a system. This system will allow potential customers to buy an imported car of their choice with far more ease than ever before. The system will not only advertise stock but will also allow users to give the details of a vehicle they wish the business to import on their behalf, as well as state their budget for a vehicle.

Secondly, a vehicle will be imported and every process involved will become part of a case study. This study will be from the auction house in Japan, to the online forecourt in the U.K. and will document just how difficult it currently is.

In continuation, there will also be a questionnaire issued to potential vehicle buyers which will contain a wide range of queries. These queries will span from customer buying preferences, to opinions on the features found on the website.

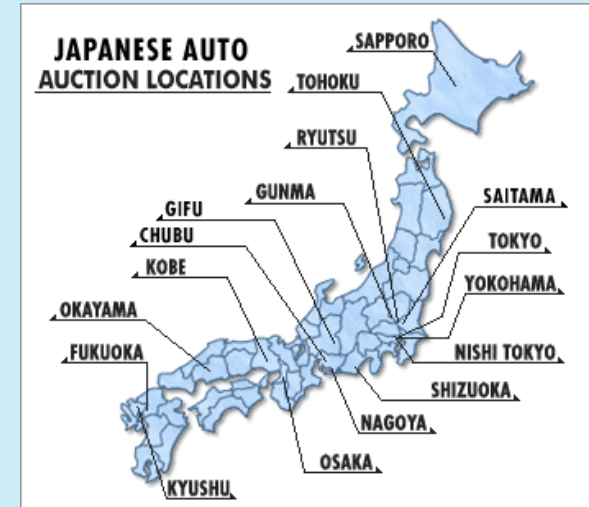
How we aim to achieve it:

After comparing and contrasting potential creation tools, the website will be implemented.

The car will be imported after reviewing the literature documenting the laborious processes involved.

A questionnaire will be issued to forum members of several popular Japanese car websites, and the results collected and analysed.

[2] - Japanese car auction locations



Possible conclusions we could make from the study:

The feasibility of running a business focused on importing and selling Japanese cars over the internet.

Just how simple, difficult processes can be made thanks to implementing a system created by technology.

Discovering customer buying preferences, and what features are successful on a system of this nature.

References:

[1] <http://jm-imports.co.uk/index.php/in-japan/at-auctions/>

[2] http://www.carkade.com/buy-sell-cars/images/japan_auction_places.gif