

**CEMS Business Project Offer for Term 2 2017/2018
(February – May 2018)**

ŠKODA



ŠKODA AUTO a.s.

Business project topic: New Sales Process in the Digital Age

Business project objectives:

- To design new sales processes by using digital tools which could be used to improve the selling power of a business
- Find ways how to implement new technology in the sales process (eg. Various online tools, virtual / augmented reality)
- To develop internal training experience program in sales network

Business project description:

- Cooperation with internal departments within ŠKODA AUTO
- Deep dive into general world-wide “Quality in Sales” strategy as part of the Business Development division of ŠKODA
- To analysed the sales processes across industries and create comparison analysis and fit/gap analysis
- Field experience with mapping of (future) sales strategy
- Cooperation with two of our renown global partner companies

Business project outcomes:

- Description of the best method/way incl. tools to be used for the new sales processes in digital world
- List of actions/recommendations to effectively change the core sales processes
- Argumentation matrix for investments into new sales process, related tools and other instruments
- Business case to prove expectations of change in customer perception/demands including analysis of customer needs via market survey
- To describe top trends in online sales
- Summary presentation for member of ŠKODA AUTO Management

Company:

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Students:

Will be completed by VSE later

Tutor at VŠE:

Will be completed by VSE later

Should you have any further questions, please contact Mrs. Šárka Otčenášková (sarka.otcenaskova@vse.cz).