Project Title:

Designing and Implementing the Iranian Automotive Portal

Project Leader Name:

Bahram Haghighi

Organization/Company:

Eima Electronic Development Consultants Company (MEGA)

Abstract

Iranian Automotive Portal is a website aiming at providing services in different areas such as the sale by the car manufacturers, buying and selling the new and used cars, automotive information, automotive encyclopedia, etc.

As a partner of the Industrial Development & Renovation Organization of Iran (IDRO),Eima Electronic Development Consultants Company (MEGA) is the owner of this site aiming at covering all commercial interactions and information in the field of cars according to the most updated global standards and based on the Iranian rules and regulations as the first professional and most comprehensive portal of automotive industry.

This system has been implemented as an operational project that stands in operational rank A with regard to its importance compared to other projects of the organization.

The size and extent of this project and its critical importance for a considerable part of Iranian industry (i.e. the automotive industry) required the active presence of a significant part of the members of the organization (80% of the employees). Moreover, due to the extra-organizational issues of the project, a part of the domestic automotive manufacturers participated in it. Considering the sensitivity and importance of the project, some of the experts of the field of cars and the field of IT were selected to work exclusively on the project. Besides, some of the employees of the organization participated in the training courses for this project

Executive Summary

After the huge automotive companies changed their approach in order to reduce the final costs in the process of the car sale, the internet sale of car was adopted by the big automotive companies such as Toyota, Chrysler and General Motors so that they not only reduced their executive and advertisement costs bot they match themselves with the process of the technology development.

Studying the needs of the Iranian automotive manufacturers and the processes of sale and distribution made the automotive companies implement the internet sale system because the increasing costs of the sale was very heavy for the manufacturers while a part of this cost was imposed to the customers, and the buyers had to pass long and tiring administrative procedures besides undertaking the mentioned cost of the sale in Iran.

Being inspired by the internet sale system of the prominent automotive manufacturers of the world, the Iranian Automotive Portal was designed, localized and implemented based on the needs of the domestic manufacturers in form of the Iranian internet sale system of the car.

A good example of the implemented samples of the cooperation between the automotive companies and the internet service providers one can refer to the cooperation of GM and the internet sale providers such as eBay and Alibaba..

Project Content

Due to the importance of this project and its close ties with one of the most important Iranian industries, i.e. the automotive industry, *MEGA* used 80% of its operational capacity to start and implement this project. Moreover, 4 prominent automotive companies of Iran, i.e. Iran Khodro, Saipa, Saipa Diesel, and Bahman Group participated in this project and they are indeed the beneficiaries of the project.

According to available statistics, during 2008/03/20 to 2015/04/29, 1,327,878 users purchased their needed car from *Iran Khodro*, 114,619 users bought their needed car from *Saipa*, and 6,148 users bought the car from *Saipa Diesel* via the *Iranian Automotive Portal* throughout the country.

The beneficiaries of the project (and their benefits) can be classified in three groups as follow:

Automotive manufacturers:

A main advantage of the implementation of this project for the manufacturers is the rapid gain of the cash of the sales and the online debts collection instead of waiting three days for receiving the price of the purchased cars. The decrease of the costs of sale process and advertisement of the automotive manufacturers and the considerable increase of their sale through the portal are another advantages of the operation.

Customers:

Preventing any probable financial fraud by the dealers and the deletion of any intermediation, the reduction of the surplus costs that the customer had to pay, the reduction of unnecessary personal referring to the car agencies, and the equal and fair conditions at the time of lower supply and higher demand are the main advantages of the Iranian Automotive Portal for the customers.

Eima Electronic Development Consultants Company

Job creation, income, and increasing the organizational reputation for MEGA Company
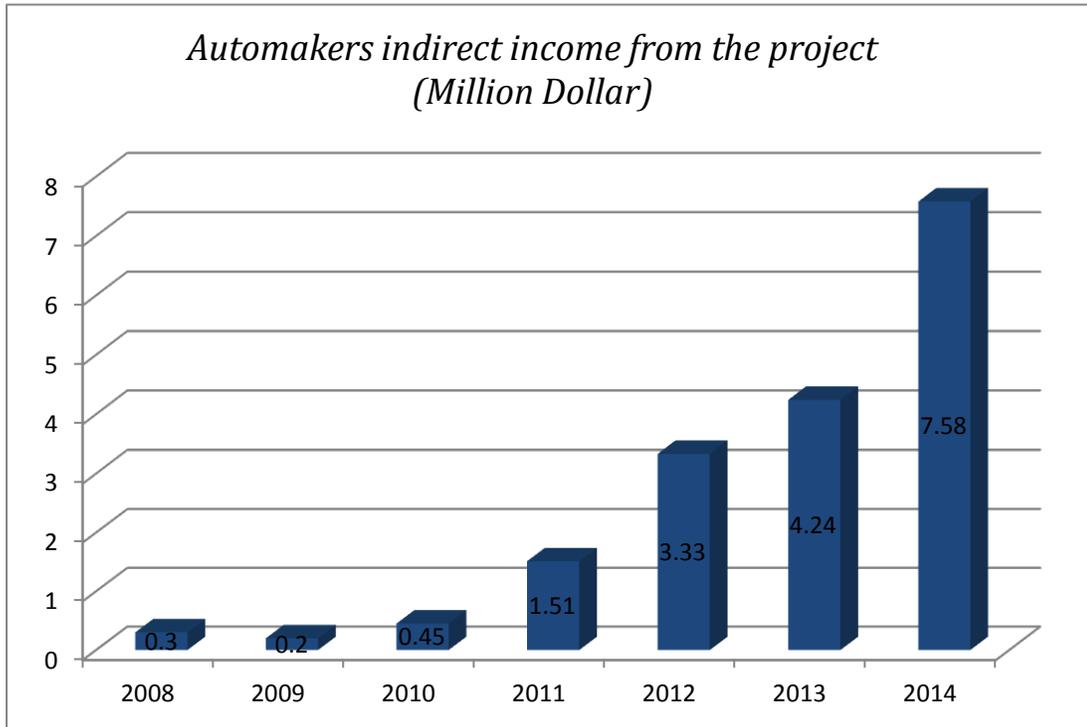
National advantages:

Reinforcement the public trust in the e-commerce and online shopping, reduction of the air pollution due to referring to the car agencies (if anyone who refers to the car agencies personally burns 2 liters of fuel, then the online purchase of 1.5 million car will save 3 million liters of fuel), the increase of satisfaction of the society at large due to the respect of the equity by the car manufacturers (particularly when the supply is less than the demands), and increasing the public knowledge in the field of the online shopping.

Further phases of the project include the services for other countries of Middle East while the preliminary plans of these phases are currently under study and they are being negotiated with the related car manufacturers.

The approach of the portal is to enter the B2B areas (to communicate the automotive manufacturers or auto-part manufacturers) and C2C (to buy and sell the new and used cars and part by people to people) during the current year. Moreover, the services of the Automotive Portal will be extended to transportation systems, insurance services, and leasing services of the cars.

Passing through the traditional business methods to an online e-commerce way is the main achievement of IRANeCAR portal. Preparing the easiest way, ٧x ٢٤online services and reliable and safe method, persude the clients to consider IRANeCAR as the first choice for buying car.

The growth of sales figures after launching IRANeCAR is unbelievable . Comparing the statistics prepared by governmental organizations such as Central Bank of Iran as well as the portal's reports shows that majority of e-commerce sales in Iran is done through IRANeCAR.
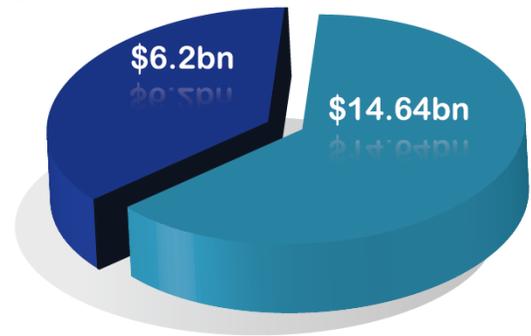
Automakers indirect income from the project (Million Dollar)

Year	Value
2008	0.3
2009	0.2
2010	0.45
2011	1.51
2012	3.33
2013	4.24
2014	7.58

Statistics of online transactions value in IRAN

■ IRANeCAR Portal

■ Others

2013 (Total sales $5.56bn)
- $3.52bn
- $2.04bn
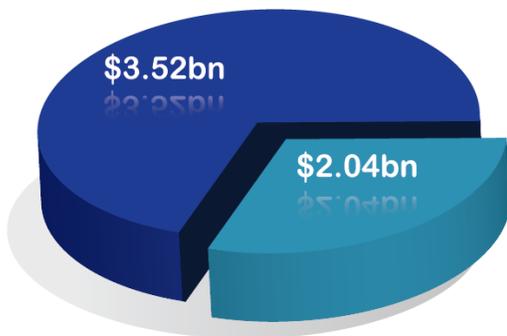
2014 (Total sales $20.84bn)
- $6.2bn
- $14.64bn
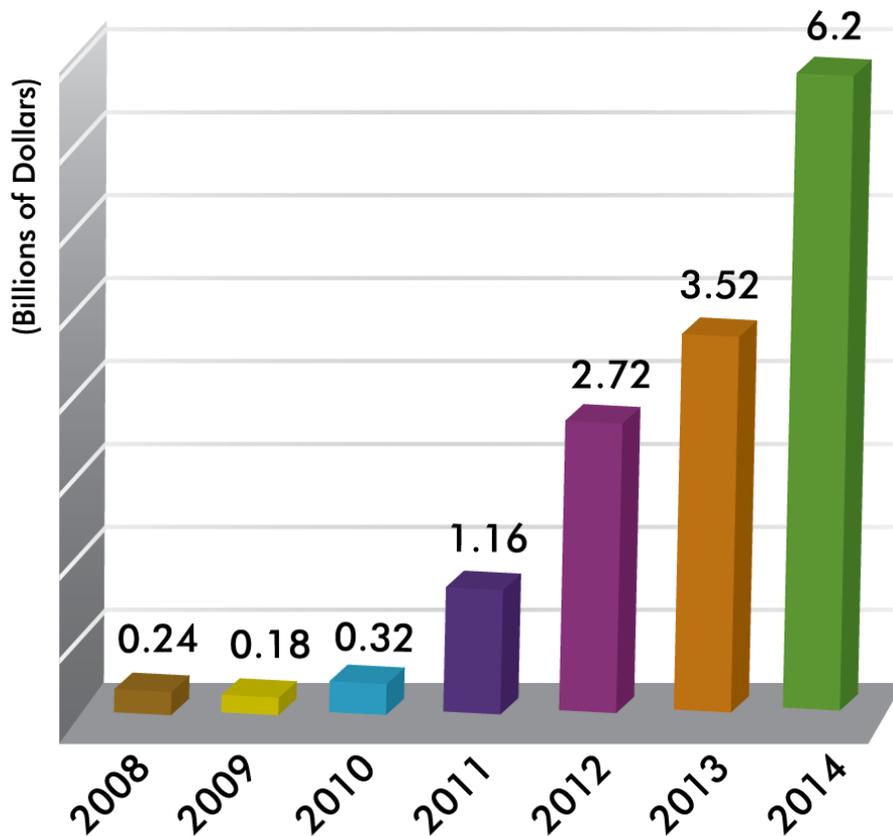
Statistics of car sales by portal

Iranian Automotive Portal was inaugurated with the purpose of providing services in different areas such as the sale by the car manufacturers, buying and selling the new and used cars, automotive information, automotive encyclopedia, etc.In 2014, After 7 years of operation of the project and gaining the satisfaction of the customers and car manufacturers, the system and website interface was change to be more compatible with the updated technology advancements and more interaction with the users of the portal. The mentioned changes were applied in 2015 and the next phases of the project were defined as update the system and increase the capabilities of the website in order to change the portal to a safe and trusted site for all automotive exports and to provide all encyclopedic information about the car-related facilities and information in order to meet the needs of the users.