



## summary master thesis

**Topic:** Business Modell Innovation in Family-Owned Car Dealership  
**Research Question:** How do electric vehicles (EV) influence business model of family-owned car dealerships?  
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**Graduation year:** 2017

### 1 problem definition

However, the combination of business model innovation and family-led car dealerships in respect current changes in automotive industry is not covered yet. It is the ambition of this thesis, to compare theoretical insights of electric vehicles to the business model of family-led car dealerships in the region of the Tirol.

### 2 results

Influence of  
electric vehicles

- has little influence on family-led car dealerships
- will likely increase in foreseeable future
- Due to that insecure perspective, EV barriers are more widespread than EV benefits.

### 3 recommendations for family businesses

- It may be helpful to establish concrete business partnerships with gasoline stations and electricians to form an e-mobility network, that can assure mobility guarantee within a certain area.
- Furthermore, e-charging stations on site are advised in order to generate EV traffic around the business locations.
- Thereby an interactive implementation like gamification or virtual reality is advised.
- Even though actual sales numbers of EVs are low, enthusiasm and expertise towards e-mobility should be encouraged and demonstration cars available on site. Furthermore, an incentive guideline for potential customers could proof valuable as many customers are lost in bureaucracy.

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