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FINANCIAL SERVICES

– a complementary activity that changes the automotive industry's business logic

The *dissertation* is a corporate analysis and aims at analysing the business logic of the automotive industry with a special focus on Financial Services activities. Examples of Financial Services products are car financing and car insurance. My intentions have been to measure and understand Financial Service and how it affects the business logic of the automotive industry. I have therefore described and measured it from a macro perspective and analysed a particular product within the occurrence, *Volvo Trygghetsavtal*.

The *study* wants to complement existing descriptions and analysis of Volvo Personvagnar and the automotive industry by analysing and describing the automotive industry's complementary service products, in the business referred to as Financial Services products. Analysts of the automotive industry traditionally focus on the number of manufactured cars. Rarely is there a discussion regarding the importance of spare-parts, of distribution, or the importance of complementary service products. The results are, however, that stakeholders in the industry will not get a transparent picture of the industry.

The *empiric* originates from a business development project within Volvo Personbilar Sverige AB in 1996. Volvo Personbilar Sverige AB wanted to introduce a central European concept for car maintenance in a subscription form on the Swedish market. The product was called *Volvo Trygghetsavtal* and the project showed the difficulties that an industrial producer may have to face when organizing service products.

The *purpose* of the study is to illustrate and analyse Financial Services as an occurrence and the complementary service production, its processes and its conception of names more specifically in order to understand the business logic of the automotive industry in the period of the 1990's that I have studied.

The *result* of the study is that complementary service production was and is an important part of the logic of the automotive industry, also that Volvo Personvagnar AB had processes for complementary service production but they were not in use. The study identify a need for transition from pure industry ideology to also include the service ideology.

Keyword: Business Logic, Financial Services, Complementary service production, Service ideology - vs Industry ideology, Servification