



Mansfield Motors

Your On-line Land Rover Parts & Accessories Shop

Duncan Mansfield & Jeff Hume

Mansfield Motors Case Study



www.mansfield-motors.com



Mansfield Motors

Your On-line Land Rover Parts & Accessories Shop

Objectives - December 1997

- Expand the business
- Minimum of investment

Options

- Increase number of cars in workshop
- Mail order parts and accessories

Experience

- Obtaining parts abroad is expensive and slow





Mansfield Motors

Your On-line Land Rover Parts & Accessories Shop

- Benefits of Internet
 - Global
 - Direct - no middle man
 - Quality parts at a sensible price
 - Maintain friendly atmosphere





Mansfield Motors

Your On-line Land Rover Parts & Accessories Shop

Web site requirements:-

- Professional
- Personal touch
- Interactive
- Easy to find information
- Fast and secure

The screenshot shows a web browser window displaying the Mansfield Motors website. The website has a blue header with a white Land Rover Range Rover on the left and the site name 'Mansfield Motors' in large red letters. Below the header is a navigation menu with categories like 'BROWSE & SHOP', 'TECHNICAL INFO', 'TEA ROOM', 'ABOUT US', 'FEEDBACK', and 'WHAT'S NEW'. The main content area features a welcome message, a description of the online catalogue, and a sign-up form for a mailing list. The footer contains a news flash about a 3rd E-Commerce award.

Mansfield Motors
Parts And Accessories For Land Rovers On-line

BROWSE & SHOP
Special Offers
Parts & Accessories
How To Order

TECHNICAL INFO
Newsletter
Bulletins & Recalls

TEA ROOM
Discussion Board
Classified Ads
4x4 Clubs
In The News

ABOUT US
Team of Experts
Servicing Costs
E-Mail Us

FEEDBACK

WHAT'S NEW

Welcome to Mansfield Motors
Our Parts and Accessories catalogue for Land Rovers is now available on-line.

Our on-line [catalogue](#) features over 4,000 high quality Land Rover parts and accessories, which we will ship worldwide. If you cannot find what you need then [contact us](#), as we have access to 36,000 Land Rover parts within 24 hours.

We have recently updated the site to include a [What's New](#) section; a [downloadable version](#) of our catalogue; additional information about our [Series](#) and [Discovery](#) parts; advice about [servicing](#) your own car and a [discussion area](#).

Don't miss out
Join our mailing list and we will E-Mail you when the site is updated with new features and special offers. Simply complete the boxes below and click on the Submit button.

Your E-Mail Address e.g. jsmith@aol.com

Which Country Do You Live In?
Please select:

What Land Rover Do You Own?
None

NEWS FLASH - Mansfield Motors wins 3rd E-Commerce award! Read all about it in 'What's New.'



Mansfield Motors

Your On-line Land Rover Parts & Accessories Shop

- 9,000 parts - updated regularly
- Shopping basket + secure credit card facilities
- Search by description or part number
- Acrobat version in downloadable form



BROWSE & SHOP
Special Offers
Parts & Accessories
How To Order
HOME PAGE

Mansfield Motors Parts & Accessories

[[SEARCH](#)] [[DISCOVERY PARTS](#)] [[SERIES PARTS](#)] [[ACCESSORIES](#)] [[CATALOGUE](#)]

Search For A Part

Here you can browse through and order from our on-line catalogue of 4,000 Land Rover parts, or just view [accessories](#), [Series](#) or [Discovery](#) parts. Alternatively you can [download](#) our catalogue.

Hub Oil Seal
If you can not find what you need then contact us, as we have access to 36,000 Land Rover parts within 24 hours.

Search By Part Description And/Or Part Number

You do not need to fill in both fields.

Part Description

Part Number





Mansfield Motors

Your On-line Land Rover Parts & Accessories Shop



Mansfield Motors

Team of Experts

BROWSE & SHOP

Special Offers
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How To Order

TECHNICAL INFO

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FEEDBACK

WHAT'S NEW

HOME PAGE

Team of Experts

At Mansfield Motors we guarantee that your car will be dealt with by a Land Rover expert. Our team have just under **50 years experience** dealing with Land Rovers.

The Team

Duncan Mansfield - Proprietor

Duncan is the owner & founder of Mansfield Motors. A confirmed Land Rover nutter since learning to drive in a S11 LWB on his fathers farm in Sussex in 1979. Duncan continued his interest in Land Rovers after joining the Army in 1980, driving in all types of terrain from the plains of Canada to the jungles of Belize. Looking for even bigger challenges Duncan was selected as a finalist for the Camel Trophy in both 1989 & 1990, unfortunately being forced to withdraw due to injuries. After leaving the Army in 1986 Duncan joined the Metropolitan Police, leaving subsequently in 1993 to found Mansfield Motors.





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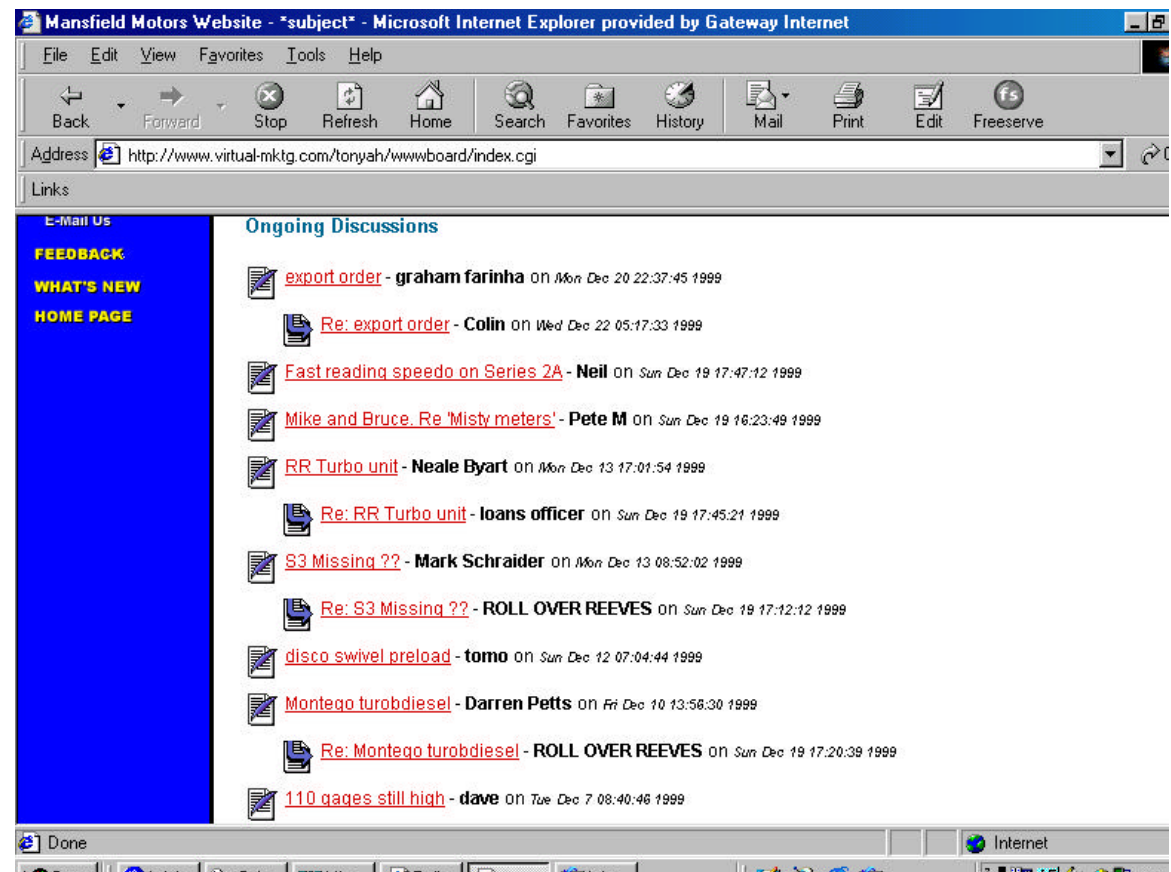




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Your On-line Land Rover Parts & Accessories Shop

- Encourage people to enter into a conversation with us.
- The site has
 - Feedback
 - Classified Ads
 - Discussion Board
 - Auto-response
 - 24 hour follow up
 - **NEW e-Mail Newsletter**





Mansfield Motors

Your On-line Land Rover Parts & Accessories Shop

Over 170,000 Visitors - 172 Countries

7,000+ Registered Customers

75% Parts Sold On-Line

300% Larger Order

Dec 97 - 0% turnover

Dec 98 - 5% turnover

Dec 99 - 30% turnover

Dec 00 – 50% target

BENEFITS





Mansfield Motors

Your On-line Land Rover Parts & Accessories Shop

- Unexpected benefits
 - Local reputation enhanced
 - Servicing and maintenance from overseas
 - Free publicity
 - Winning four major awards
- Winner – East Anglian Small Business 2000
- To summarise





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e-commerce consultants