



# Mansfield Motors

Your On-line Land Rover Parts & Accessories Shop

## Duncan Mansfield & Jeff Hume

### Mansfield Motors Case Study



[www.mansfield-motors.com](http://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





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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





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## Web site requirements:-

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

The screenshot shows the homepage of the Mansfield Motors website. The header features the company name 'Mansfield Motors' in large red letters, with the tagline 'Parts And Accessories For Land Rovers On-line' in smaller black text below it. To the left of the main content area is a sidebar with a blue background, containing links for 'BROWSE & SHOP', 'TECHNICAL INFO', 'TEA ROOM', 'ABOUT US', 'FEEDBACK', and 'WHAT'S NEW'. The main content area includes a welcome message, a parts catalog description, an off-road vehicle image, and a mailing list sign-up form.

**Mansfield Motors**  
Parts And Accessories For Land Rovers On-line

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?

What Land Rover Do You Own?

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



**Mansfield Motors**  
**Parts & Accessories**

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

**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





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#### 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

#### HOME PAGE

## Mansfield Motors Team of Experts

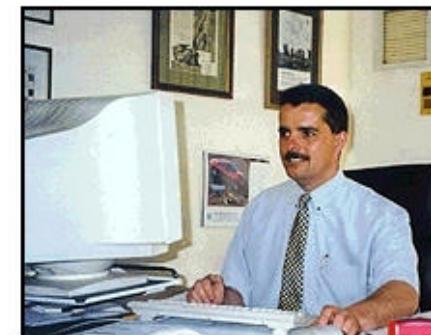
#### Team of Experts

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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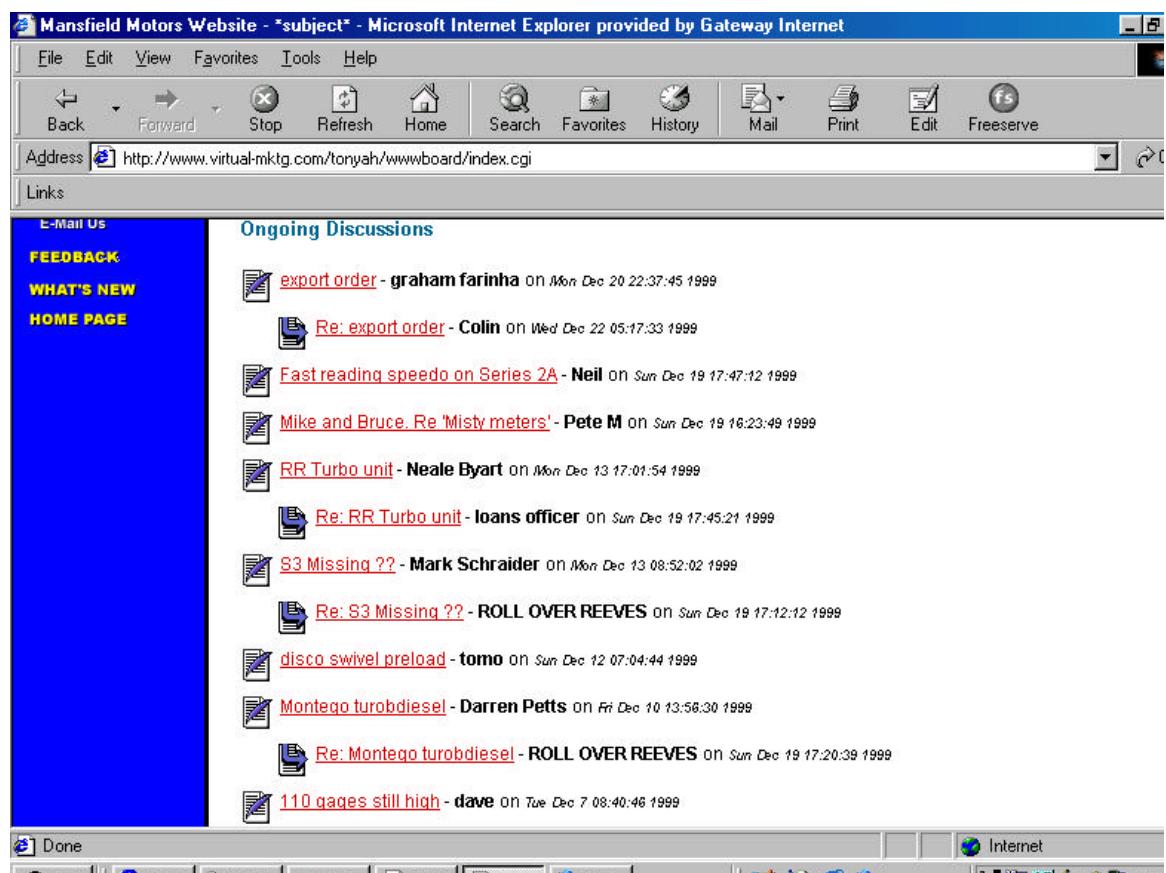




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- Encourage people to enter into a conversation with us.
- The site has
  - Feedback
  - Classified Ads
  - Discussion Board
  - Auto-response
  - 24 hour follow up
  - NEW e-Mail Newsletter





# **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