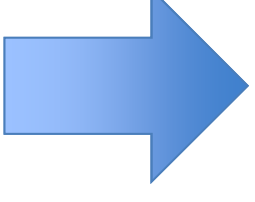
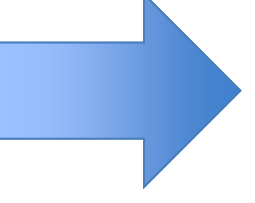
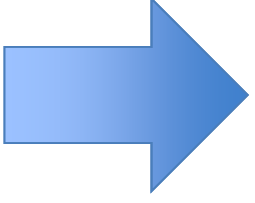
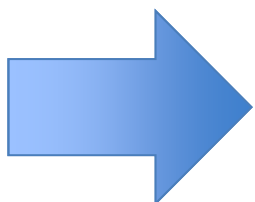




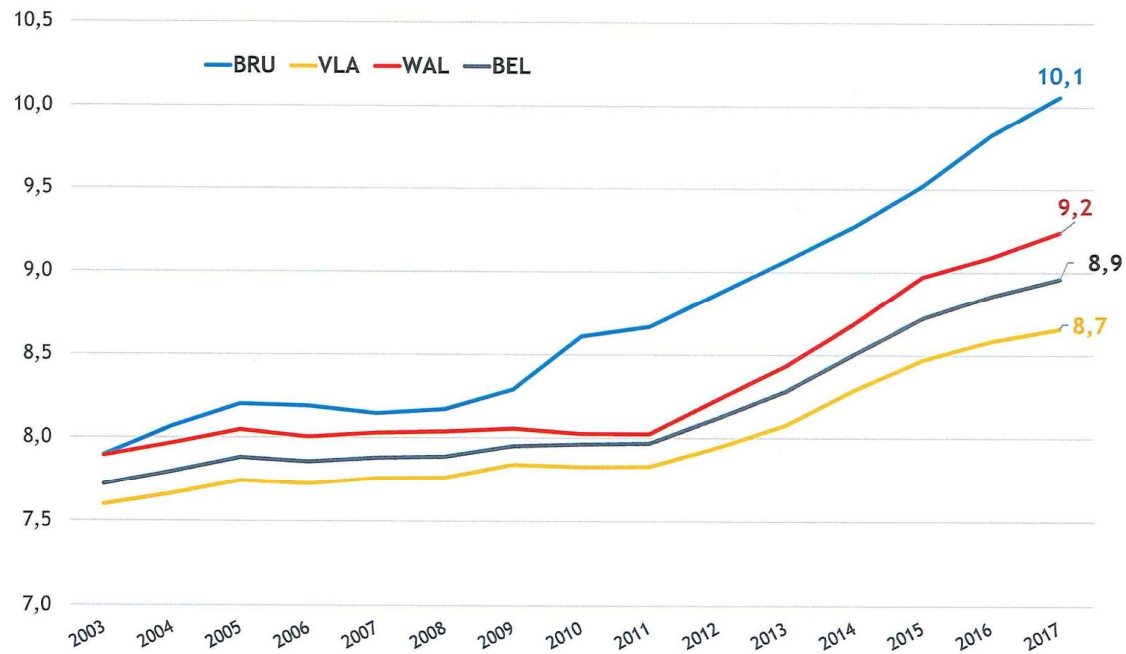
Serge ISTAS



NOS PARTENAIRES



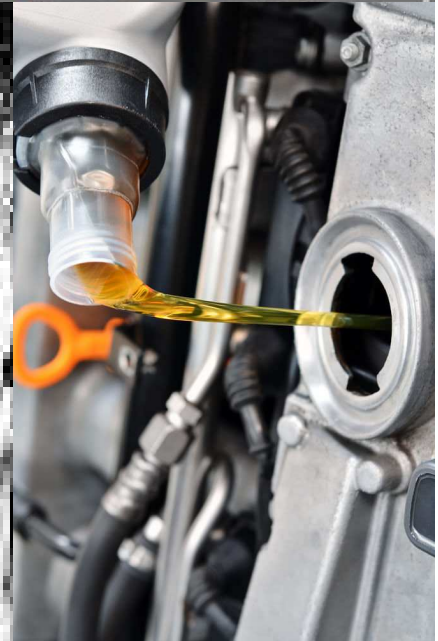
Âge moyen du parc automobile



Entretien 1300/an



2780 kw/h







Prix?



En résumé, plus c'est mauvais
Plus c'est cher!

margin is $\frac{4000 - 3000}{4000} = \frac{1}{4}$, or 25%

La transparence du prix

Concurrence?

Coût de la recherche

Les références



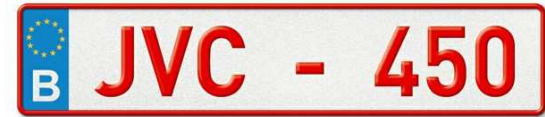


La garantie
Le stock

Pièces d'usure



Retours 8%





Cadre pro

