



Mystery Audit German Luxury cars

***-HS Brands BMW, Audi
-Mar. 2017.***

German Luxury car brands BMW & Audi intended to Evaluate the performance of Showrooms/(car Dealers) based on :

1. Response time.
2. SOP – Standard Operating Procedure compliance of BMW & Audi car dealers in metros like Bengaluru, Pune, Hyderabad Mystery Audit.

Mystery audit is carried out by BSBS Student researchers by capturing & analysing the response – Generated .