



Project „Flexible Assembly Processes for the Car of the Third Millennium (MyCar)“

Problem Description(High Level)

Buyer Behaviour Modeling Tool



CASP

Problem description

...quantify the likelihood for a customer to place an order for a vehicle given a specific delivery date and customisation level

Problem statement

There is a risk involved in the order promising.

This risk is caused by the fact that a dealer provides the customer with a due date for his order.

The problem is to have an estimation of what the likelihood will be for the customer to actually place the order or he will withdraw it.