

大众二手车收购价值评估与销售定价方法的研究

摘 要

先是详细介绍了目前我国现阶段二手车销售市场的收购价值发展基本现状和现阶段可能存在的一些现状和问题以及对这些现状和问题可以提出的一些意见和建议。然后详细介绍了目前我国现阶段如何在二手车销售市场中利用收购方法进行价值评估与进行销售定价的主要内容和方法, 以及这些价值评估方法可能存在的一些问题。之后再详细结合了我国现阶段二手车销售市场发展的实际和情况提出选择合理的收购方法进行价值评估与进行销售定价的主要方法。在现阶段收购价值评估的主要方法的部分是在其中选择了经过改进的重置成本法, 在现阶段销售定价的部分则是通过对改进的 bootstrap 方法进行回归成本分析所与新建立的销售定价模型进行比较数据分析结果来进行成本确定。最后通过对具体的数据比较分析结果检验销售定价模型的应用可行性, 选择合理的方法进行收购价值评估和进行销售定价的主要方法。

关键词：二手车市场 ； 收购价值评估 ； 销售定价 ； 重置成本法

Abstract

Firstly, the paper introduces in detail the current situation of the second-hand car sales market in China and the possible existing problems and some opinions and suggestions. Then it introduces in detail the main contents and methods of how to make use of the acquisition method to evaluate the value and to make sales pricing in the second-hand car sales market in China at present, and some possible problems of these valuation methods. Then, combining with the reality and situation of the second-hand car market in China at present, the paper puts forward the main methods of choosing reasonable acquisition methods for value evaluation and sales pricing. The part of the main method of acquisition valuation at this stage is to select the improved replacement cost method, at present, the part of sales pricing is to determine the cost by comparing the results of the improved bootstrap method and the new sales pricing model. At last, the feasibility of the application of the model is verified by comparing and analyzing the concrete data, and the reasonable method is chosen to evaluate the acquisition value and the main method of the sales pricing.

Keywords: Used-car ; Acquisition valuation; Sales pricing; Replacement cost method

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