

摘要

近些年来随着汽车行业的蓬勃发展，汽车服务业随之红火起来，特别是人们的生活富裕之后，私家车的数量也越来越多，汽车美容也被越来越多的人所关注。怎么美容？美容有哪些作用？很多人都不理解，加之行业没有得到规范，也使许多的有车一族经常上当受骗，他们愿意花钱但花的很多是冤枉钱，作为一个学车、爱车之人，我为当前的汽车行业状况深深担忧，汽车美容是新兴的朝阳产业，对于中国这块大的市场，西方国家从来没有放弃，看看我们身边什么都以用外国的为荣，洋产品真的好吗？不尽然吧。紧守这个市场不是一朝一夕能够完成的，我们需要做的太多了。这又是一次没有硝烟的战争，你准备好了吗？

汽车装饰美容这个布满科技含量以及人类社会形态文化底蕴的舶来品在神州市场优势行仅仅是短短的几年。因为市场前景看好以及利润的诱惑，浩繁“会谋划”的洗车摊店，汽配店，加油站很快就瞄上了这个最近兴起行业，国表里不少精明的商家也将眼光锁定汽车装饰美容行业。目前，看似平静的神州装饰美容市场实际上正酝酿着一场前所未有的大战。阡阡如战场，要想在这场战争中立于不败之地，就必需拥有更高的服务质量，更多的技术人材。但因为装饰美容行业是从汽车维护与修理中衍生出来的，是一种边缘财产，市道上涉及装饰美容行业的册本资料百里挑一，更不用说装饰美容方面的专业人材了，许多所谓的装饰美容工绝大大都是在汽车修理厂的徒工，她们掌握了一些基本汽车机电道理，随后就转向汽车装饰美容行业。养护以及睦美满容产物的使用基本上是依照事实情理来讲明书操作，少少研究其事情道理，或根本就不去细心研究。汽车装饰美容养护技术的传统以及更新速率极慢，只靠老技师的传、帮、带，不能顺应市场上对于装饰美容工的需求。另外，汽车工业的新技术应用愈来愈广泛，电脑系统，电子技术在这一行业的应用也在逐渐升级，非专业装饰美容工根本无法排除故

关键词：美容 ， 装饰， 市场前景

ABSTRACT

In recent years, along with the vigorous development of the automotive industry, automobile services then flourishing to rise, especially after the life of people rich, number of cars, the more increasingly car beauty was also more and more concern. How beauty? Beauty have what roles? Many people do not understand, coupled with the industry standard, also don't get a lot of cars gens often cheated, they are willing to spend money and spend a lot of is injustice, as a car starts the people, I, for the current automobile industry situation deeply worried, car hairdressing is emerging sunrise industry, for Chinese this big market, the western countries have never give up, we look at the side of what are the pride, with foreign product really good? Not exactly right. To hold tightly to the market for completion, can not be solved overnight we need to do too much. This was another without guns of war, are you ready?

Car decorative beauty that is full of technology content and culture of human social form the shenzhou market advantages in exotic do is only few short years. Because the market has a good prospect and the temptation of long-term profits, "would plan" washing TanDian, auto store, gas station soon glance the recently developed industry, countries exterior-interior many smart businessmen will also focus car decorative beauty industry. At present, the lull in the shenzhou decorative beauty market actually was considering an an unprecedented war. Huan Hui like battlefield, want in this war in an invincible position, we must have higher service quality, more technical talents. But because adornment the beauty industry, maintenance and repair from car derived, is a kind of edge of the property, city of the beauty industry involving decoration on the material one book, let alone adornment cosmetic professional talents, many so-called decorative beauty work most mostly in the garage, they mastered the apprentices-boys and some basic car electromechanical truth, then turned to car decorative beauty industry. Maintenance and aired the use of happy let product in accordance with the fact that is basically reasonable confidently book operation, to little research on its things truth, or don't go careful research. Car decorative beauty maintenance technology of tradition and update rate extremely slow, rely on old technician's pass, side, belt, cannot comply with the market demand for decorative beauty work. In addition, the new technology application automobile industry are extensively, electronic technology, computer system in this industry, the application of gradually was also upgrade non-professional decorative beauty workers can't remove the faults.

Keywords : beauty a promising market

目录

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