







**CZECH CAR REPAIR  
SHOPS FROM THE  
PERSPECTIVE OF  
THEIR OWN**

**2015**


**ANALYSIS**


# CONTENTS

	INTRODUCTION .....	04
	STRUCTURE OF RESPONDENTS .....	06
	STRUCTURE OF RESPONDENTS BY THE ESTABLISHMENT TYPE .....	07
	STRUCTURE BY THE RESPONDENT'S AGE .....	07
	STRUCTURE OF RESPONDENTS BY OWNERSHIP AND JOB POSITION .....	08
	REPAIR SHOP EQUIPMENTS .....	09
	THE WORKSHOP SIZE .....	10
	CLIENT'S OFFICE ON PREMISES .....	11
	NUMBERS OF WORKSHOP BAY .....	11
	WORKSHOP EQUIPMENTS .....	12
	REPAIR SHOP OPERATIONS .....	13
	REPAIR SHOP SERVICES OVERVIEW .....	14
	REPAIR SHOP SPECIALIZATION .....	15
	REPLACEMENT/RENTAL CAR .....	15
	THE WAREHOUSE IS PART OF THE WORKSHOP .....	16
	SERVICED CUSTOMERS /AVG. DAILY NUMBERS .....	16
	AVERAGE HOURLY RATE .....	17
	AVG. HOURLY RATE AND REPAIR SHOP SPECIALIZATION ...	18
	USE OF COMPUTER .....	19
	SPARE PARTS CATALOGUE .....	20
	PARTICIPATION IN THE SERVICE CONCEPT .....	20

# CONTENTS

ADVANTAGE OF SERVICE CONCEPT PARTICIPATION .....	21
WORKING HOURS ON MONDAY-FRIDAY .....	22
WORKING HOURS ON SATURDAYS .....	23

 SPARE PARTS SUPPLIERS .....	24
SPARE PARTS SUPPLY SELECTIONS CRITERIA .....	25
SPARE PARTS / REASON FOR PURCHASE .....	26
SPARE PARTS / WHO IS THE SUPPLIER .....	27
SPARE PARTS / SPEED AND FREQUENCY OF SUPPLY .....	28
SPARE PARTS / AVERAGE MONTHLY TURNOVER .....	29
SPARE PARTS / METHODS OF PARTS ORDERING .....	29

 REPAIR SHOP BY HUMAN ASPECTS .....	30
WORK MOTIVATION .....	31
NUMBER OF EMPLOYEES .....	31
NUMBER OF EMPLOYEES AND NUMBER OF SERVED CUSTOMERS DAILY .....	32
THE KEY OF SUCCESS .....	33
OPERATING ACTIVITIES AND RELATED PROBLEMS .....	33

 SUMMARY .....	34
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 SUPPLEMENT, CONTACT .....	35
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# MOTOFOCUS

MotoFocus, an analytic company focused on aftermarket analysis. Our specialization and data information allows you to use all these aftermarket analysis as well as participate in the collection of this data information supply by our company.

- ▶ We will continue to expand actual offer by using new and innovative ways, focused on all our client requests
- ▶ For all the needs of our clients we approach personally with severity.
- ▶ We work in accordance with professional ethics and the highest standards of the research industry.
- ▶ We will convince you that working with us will be a pleasant experience for you.

## OUR TEAM

We've a group of creative experts, full of enthusiasm and devoted of all analytics information with innovative approach of market research. Referring to our knowledge from the field of marketing and sociology, we can present even the most difficult tasks in an understandable way for all our potential customers.

## OUR PROJECT

This analysis is the author project of MotoFocus group. It contains researches and analyses focused on individual product groups, independent repair shops and service concepts. These analyses, comparing to the ad hoc analyses, cover the entire Czech market, all the spectrum of information is much wider than all previous analysis.

## ASSIGNED ANALYZES

MotoFocus will offer customised analysis, based on individual client's demand. We guarantee you, our cooperation in all stages of the research analysis. Our service does not end by delivering these, you can also expect proposal of external consultancy and finding all available solutions for your business issues.

## OBJECTIVE OF THIS ANALYSIS

This analysis is already second in the ranking of Czech car repair shops analysis we're presented. The goal of this analysis is to map Czech repair shop and their work equipment. How they operate, who are their suppliers, how they buy spare parts. What services they offer to the customers and what they face in their usually everyday activities. This analysis contains unique comparisons with year 2010, when the identical analysis was made. The information that provided in this analysis can you help with planning of the sales strategies. This current analysis will be followed by next in order analysis, mapping repair shops activities and they development over the coming years.

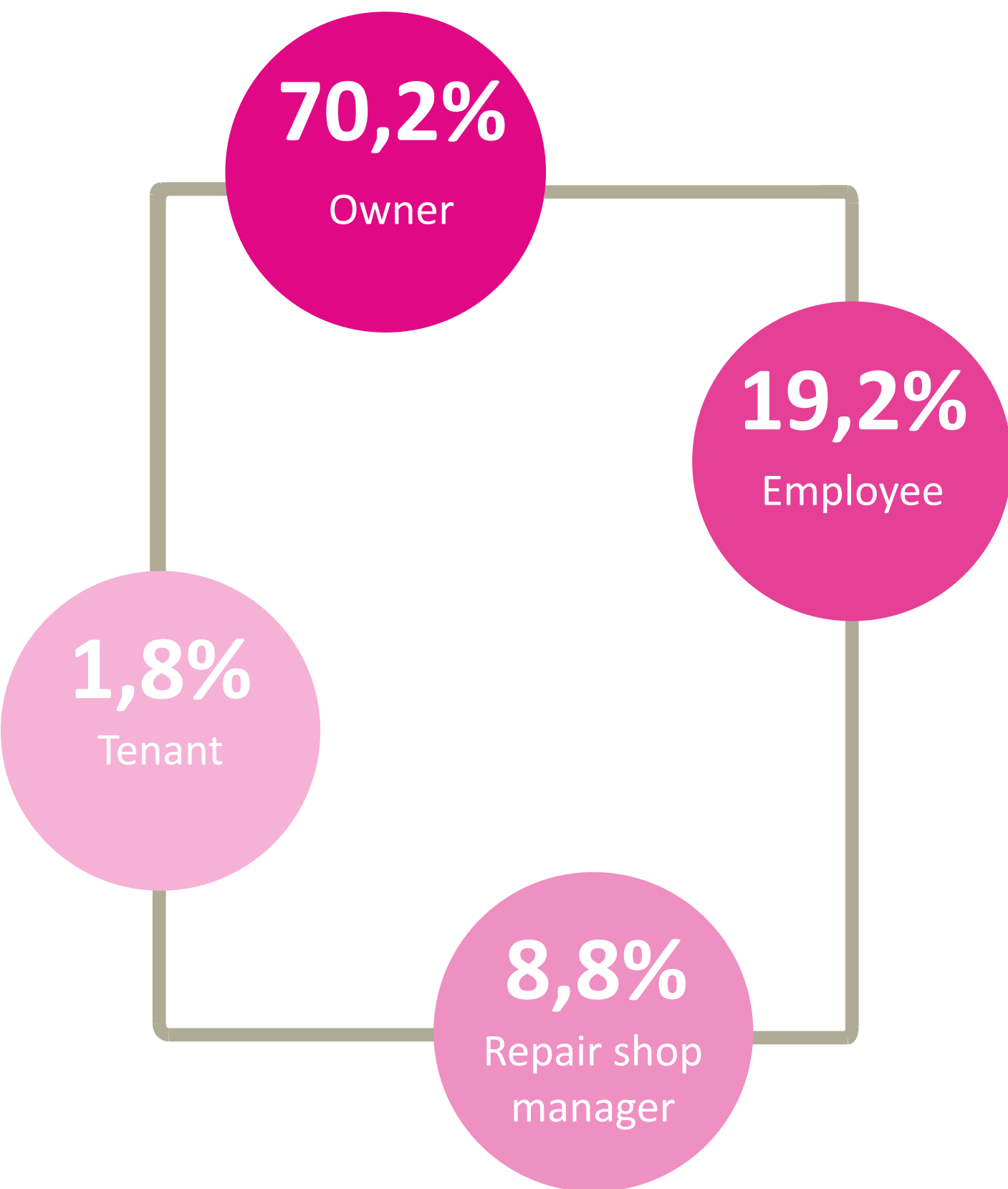
## PRIMARY TARGET OF THE ANALYSIS

The current analysis is primarily intended for a wide range of customers, from management of distributing and manufacturing companies to the sales and marketing directors in all automotive industry.

## SURVEY METHODOLOGY

This analysis is based on answers of 265 respondents, who own or run independent or authorized car repair centre in the Czech Republic. The data were obtained by CAWI - Computer Assisted Web Interviewing (method of data collection using the web form) and CATI - Computer Assisted Telephone Interviewing (method of data collection using telephone interviews). All cases of the biased responses were removed

# STRUCTURE OF RESPONDENTS BY THE OWNERSHIP AND JOB POSITION



# SUPPLEMENT

The purchaser of this analysis agrees not to resell or copy the analysis or its some parts. It is forbidden to publish analysis or its parts with the aim of financial profit without written permission of MotoFocus EU s.r.o.

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