

WORKSHOP NETWORKS IN POLAND



MotoFocus – automotive market research department









We are a modern and rapidly developing company which has been operating on the Polish automotive market for more than ten years. Over this time we have gained a reputation of a reliable partner, whose studies are worth using in day-to-day work.

We have many years of business experience and automotive branch is our passion, thanks to which we are pleased and satisfied with our work. It is our aim that our customers benefit from the optimum use of the information included in the reports. While doing research we are driven mainly by our customers' needs.

Why is it worth choosing us?

We will try to present you some strengths of our research department which is constatly striving for raising the level of services rendered.

Our trumpcards:

-  *specialization - only automotive branch*
-  *a wide range of services offered: product research, marketing*
-  *research, market forecasts*
-  *innovative technological solutions*
-  *approach tailored to the needs of a given customer*
-  *possibility of purchasing international and foreign language research reports*
-  *precision and professionalism*
-  *research services of the highest quality*



Offer

Our offer includes a wide range of research which can be divided into two groups: syndicate and ad hoc. The former means research projects by MotoFocus, and the latter is characterised by optimum customization.

RESEARCH TYPES

SYNDICATE

The research conducted on MotoFocus' initiative in a continuous or periodical way makes it possible to observe trends and changes of the analysed issues. The results obtained are presented in a form of reports and made available against payment to the interested companies - they are not sold exclusively for one customer, thanks to which their price is much more affordable and the scope of research is wider. The research concentrates on a defined problem, market segment and due to the specialization of MotoFocus - on the automotive branch and its "products".

AD HOC

This type of research is developed upon special request and exclusively for one customer. MotoFocus prepares a project and executes such research tailored to the individual needs and expectations of a company - in accordance with the issues outlined together with the customer. The research is therefore customized. We ensure cooperation with you on each stage of a research process. We are not limited only to providing ready research results but we also ensure expert assistance, develop analyses and are customer problem solving-oriented.

RESEARCH TECHNIQUES

While realizing research projects we use very popular research techniques

CAWI

CAWI – An Internet survey (CAWI, Computer Aided Web Interview) makes it possible to survey big or hard to reach groups of respondents. An invitation to the survey together with a survey questionnaire is sent to the respondents via e-mail and posted at the MotoFocus.pl website. For the purpose of CAWI research, we use a respondent panel which includes also precisely defined groups of target respondents. An unquestionable advantage of Internet surveys is fast access to the results, a relatively lower cost and a possibility of going beyond the boundaries of a given country.

FOCUS GROUP INTERVIEW

Focus group interview – (FGI) that is a discussion run by a specially trained Moderator. Focus Group constitutes a valuable market research, which provides information on subjective assessments of the surveyed, the customer's perception, his or her attitude and preferences. FGI research provides such information relating to a given product which cannot be obtained via quantitative research. A well-trained moderator is able to reveal the real feeling the respondents have towards a given product. The moderator, in turn, during a focus group interview creates an atmosphere of real conversation, therefore the information the respondents provide is in-depth. During FGI projective methods are used. Depending on the type of issues which will undergo research the groups are selected according to some diversified criteria, such as age or gender.

CAPI












CAPI – Face to face (Computer Aided Personal Interview). It is a technique used in quantitative research and consists in interviewing respondents by means of notebooks instead of using traditional survey questionnaires. It allows, amongst others, for quicker research realization, using more precise techniques (e.g. playing fragments of TV spots for the respondent), decreasing research costs (we omit the stage of entering data from the questionnaires)

CATI

CATI – research made generally in big cities with the use of a short questionnaire including simple questions, without the necessity of using auxiliary materials. The survey can be made via phone or directly with the use of a computer - the interviewer asks questions and the replies obtained are saved in the notebook memory.



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Introduction

Every car owner has the right to select services from any workshop of their choice, whether it is an independent, network or authorised workshop. There are many network affiliated workshops operating in Poland. Each year more and more workshops decide to start operating under a network logo.

The report presents an analysis of geographic distribution (by provinces and administrative districts) of workshops affiliated with the most important workshop networks in Poland.

The report constitutes an analysis of the existing situation in the workshop market with regard to the affiliation with networks, causes for joining networks or unwillingness to become a network partner; the type of expected support from the network organiser, the evaluation of benefits resulting from the membership. Furthermore, the report presents the number of cars per one independent and one network workshop.

Methodology

The CAWI (Computer Assisted Web Interviews) method was used in the survey. It consists in quantitative surveys where questions are provided via the Internet. 576 respondents participated in the survey. All cases of incomplete surveys were not considered in the analysis.

The report was created also on the basis of the existing resources as well as the information obtained from the network organisers (concerns geographical distribution of workshops). The data obtained over many years of preparing reports by MotoFocus was also used.

*The report does not include distribution of the Original Sachs Service workshops due to the fact of the trade secret of the workshops belonging to this network.

Aim of the report

The publication was prepared with the aim of presenting the structure of particular workshop networks in Poland and simultaneously indicating the “blank” areas on the map where there is a possibility of acquiring new network partners. Thanks to this report you will have an opportunity of becoming familiar with the workshop expectations towards the network organisers as well as the evaluation of the marketing support or the reasons of unwillingness to join a network.

Due to the information contained herein, the development of particular networks with regard to acquiring new workshops will become easier and more effective.



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Latest publications by MotoFocus



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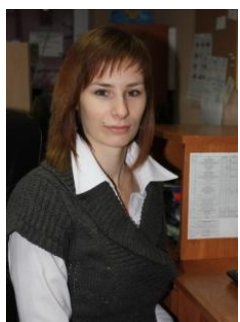
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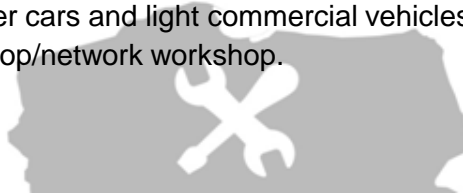
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