



# SERVIS CONCEPTS - VIEWED BY SERVICES



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- ☐ we are continuously extending our offer while using innovative technological processed oriented on our client.
- ☐ we are considering needs of our clients individually.
- ☐ we are working in accordance with professional ethics and the highest research standards
- ☐ we offer international analysis
- ☐ we are convinced that cooperation with us will be a pleasant experience with you

## **MotoFocus - innovative marketing solutions**

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MotoFocus.pl and MotoFocus.eu is team of creative enthusiastic specialists and devoted analysis specialists with innovative attitude towards market research. We can present the most complicated assignments in understandable way thanks to our marketing, sociology and psychology knowledge.

### **PROJECTS**

Project analysis are authorship project of MotoFocus. It concerns researches and analysis focused on individual product groups, independent services and service concepts. Product analysis are not prepared for individual clients unlike ad hoc analysis. Their price is more accessible and the scale of research is wider.

### **AD HOC ANALYSIS**

MotoFocus offers tailor made analysis tuned to individual needs of each client. We guarantee cooperation on each level of the analysis process. Our service does not finish with hand over of the analysis made, but you can expect expertise consultancy from us, preparation of required analysis and our assistance with solving your problems.



## Introduction

Each owner of a car has got a right to use any service - independent (non-branded), authorised one or a service engaged into a service concept. There are many network services operating on the Czech market. Number of services with logo of the network concept organiser is annually increasing.

This analysis evaluates situation on the market of car services with regard to participation or non-participation of services in car service concepts. What are the advantages of participations, what do services expect, what marketing support they request, service's intention and plans.

It also lists the number of independent, authorised and network services with regards to the districts. It also provides number of cars for such a service.

## Metodology

The reserch has been conducted by the CAWI (*Computer Assisted Web Interviews*) metod, by quantitative research, when questions were asked via internet. The survey involved 289 respondents. All sectrian answers have been removed.

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Supplement

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## Follow-up analysis SERVICE CONCEPTS

- complete list of service concepts in the Czech Republic



### Overview of service concepts introduced in the analysis

#### 1. Service concepts of distributors and producers

1. acc autocora concept (Autocora)
2. ATE Brzdové centrum (Continental Teves)
3. Auto Auto, AUTO FIT, AUTO Go!, auto netto (Trost Auto Service Technik)
4. Auto Crew (Robert Bosch odbytová)
5. Auto France Specialista (Autobenex)
  - Auto Diesel Specialista
  - Auto Clim Specialista
6. Auto Kelly Autoservis (Auto Kelly)
7. Auto PROFITEAM (APM Automotive)
  - Brzdové centrum APM
  - CLIMATIC centrum
  - Podvozkové centrum APM Bilstein
8. Bosch Car Service (Robert Bosch odbytová)
  - Bosch Diesel Service
  - Bosch Diesel Center
9. Partner Elit (Elit CZ)
10. Q-Service (Inter Cars Česká republika)
11. Temposervis (Temposervis CZ)

#### 2. Other service concepts in the CZ

TRW Auto Service  
 DELPHI Diesel ČR  
 DENSO DIESEL SERVICE  
 DRS CONTINENTAL VDO  
 Magneti-Marelli Checkstar  
 Ferodo Brzdy Specialista  
 NÁŠ autorizovaný servis  
 Original Sachs Service

1 - Closer info & overview

2, 3, 4, 5 - Basic information



#### 3. Service pneu concepts

BestDrive (ContiTrade Services)  
 First Stop (Bridgestone CR)  
 Premio (Goodyear Dunlop Tires Czech)  
 Vianor (Nokian tyres)  
 point S (Servis Point Group)

#### 4. Network services of Fast Fit type

A.T.U  
 FAST BOX

#### 5. Service concepts in past or not run

AD Partner Plus  
 Můj servis  
 Autorizovaný servis Auto Štangl  
 Autoservis AUTOPRIMA  
 Haldfords  
 SERVIS (!) BRZD  
 Leader Service



## Supplement

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