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## Postassignment 'Sustainable Transportation-Sustainable Aftersales'

Post-Assignment  
Sustainable Transportation – Sustainable Aftersales  
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Sustainable Transportation



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# 1 The Business Model

## 1.1 How is the company's revenue generated? (So what services do you offer)?

The workshop Auto Grundler owner Florian Grundler has a large portfolio of services that can be offered. The strongest point here is the maintenance and service of vehicles. This accounts for about 50-60% of total revenue. The second largest item is provided by tires and rims service and sales. Here we are talking about 20% of the total income. Tire service also includes the option to store tires in the workshop. This offers up to about 130 sets of tires storage space.

Other services that are offered are: Accident repair, wear and spare parts, accessories, electrical / battery, diesel service, auto glass service, exhaust service, brake service, used car certificate (purchase and sale of used cars), new car brokerage on request, HU / AU, inspection, air conditioning service, oil change service, chassis, special orders.

The variety of services offered by the workshop allows it to serve a very large customer base and generate income from all areas.



**1.2 Is the company profiled/specialized in any way?**

The company becomes competitive due to the breadth of its offer. Here it should be emphasized that it can distinguish itself through the very well-trained employees as well as a wide coverage of equipment in all areas.

**1.3 What is the typical customer segment that uses the company's services?**

The largest share of sales is generated with private individuals. This accounts for 80% of revenue. 20% of the turnover is created by business customers. The company cars are subject to precise regulation by the manufacturers.

**1.4 Is there a website?**

[Auto Grundler – 1a autoservice \(go1a.de\)](http://go1a.de)

**1.5 How do most of the appointments come about?**

The website basically offers the service of online appointment allocation. However, this is hardly used. Most appointments are made by phone or in person. We are talking about 99% according to Florian Grundler.

## **2 Work Process**

### **2.1 Process from customer acceptance to payment (briefly explained)?**

The process starts with the appointment. As already mentioned, the customer prefers a telephone conversation. Once the appointment has been made and the vehicle is at the workshop, the first step is to inspect the vehicle to determine the defect.

The defect in the vehicle is now determined. This is then explained to the customer and an offer with a cost estimate is made by telephone call for the repair. If the customer is satisfied with the solution and the associated costs, he can confirm the order and the work can begin.

Once the order has been placed, the defect on the vehicle is repaired. Once the work is completed, the vehicle is test driven to check for any faults or further defects.

The vehicle is now completed and has no further defects. At this point in the process, the car can now be picked up by the customer. Invoicing follows after pickup and is usually subject to a 14-day payment term.

### **2.2 The main softwares used during the process?**

Several softwares are used during the process. The ESIttronic software developed by Bosch is used for vehicle diagnostics.

Service plans according to manufacturer specifications are provided by CENTROdigital. The same software can also retrieve vehicle information. The supplied vehicle information is now forwarded by repdoc. This is software for ordering parts and determining their purchase price.

CENTROfaktura provides an accounting program for the whole process.



### 2.3 Spare parts suppliers

Auto Grundler relies very heavily on a regional network of spare parts dealers. These often offer short delivery routes for spare parts. This enables fast procurement and saves own storage capacities.

The partners for spare parts are Küblbeck (authorized wholesaler of Bosch), WM Fahrzeugteile, Birner Kfz Teile GmbH. They offer the general need of parts. Original parts, in turn, are ordered directly from the manufacturers.

### 2.4 Can you show the sustainability in the different process steps?

The greatest aspect of sustainability that Auto Grundler can offer is clearly the photovoltaic system on the company roof. Here, a large part of the electricity used is generated. This makes the entire process of the company more sustainable.

Within the process, a refrigerant reprocessing offers the possibility of reuse. This treatment is carried out within the workshop. The oil, on the other hand, is processed industrially by an

external company "Motul - the green roof". Other external partners, such as Bergler and Wittmann, take care of the vehicle recycling.

## **2.5 How does customer satisfaction arise, how does customer feedback work?**

The regional nature of the business is evident in customer satisfaction and feedback. Auto Grundler maintains a large base of regular customers who also recruit new customers. This is mostly through referrals.

Due to a mostly more favorable offer in comparison to urban workshops, an almost Germany-wide customer base is created. Some customers come from Berlin, Munich and Nuremberg. This is also due to the favorable location of the workshop, but also to the relationship between price and performance.

Feedback is obtained by telephone or in person, as is the scheduling of appointments. According to Florian Grundler, this results in significantly better customer loyalty. This is particularly noticeable in the development of new customers. A large number become regular customers as a result of the good service and customer satisfaction with the processes.



### **3 Overview of the layout and equipment of the workshop**

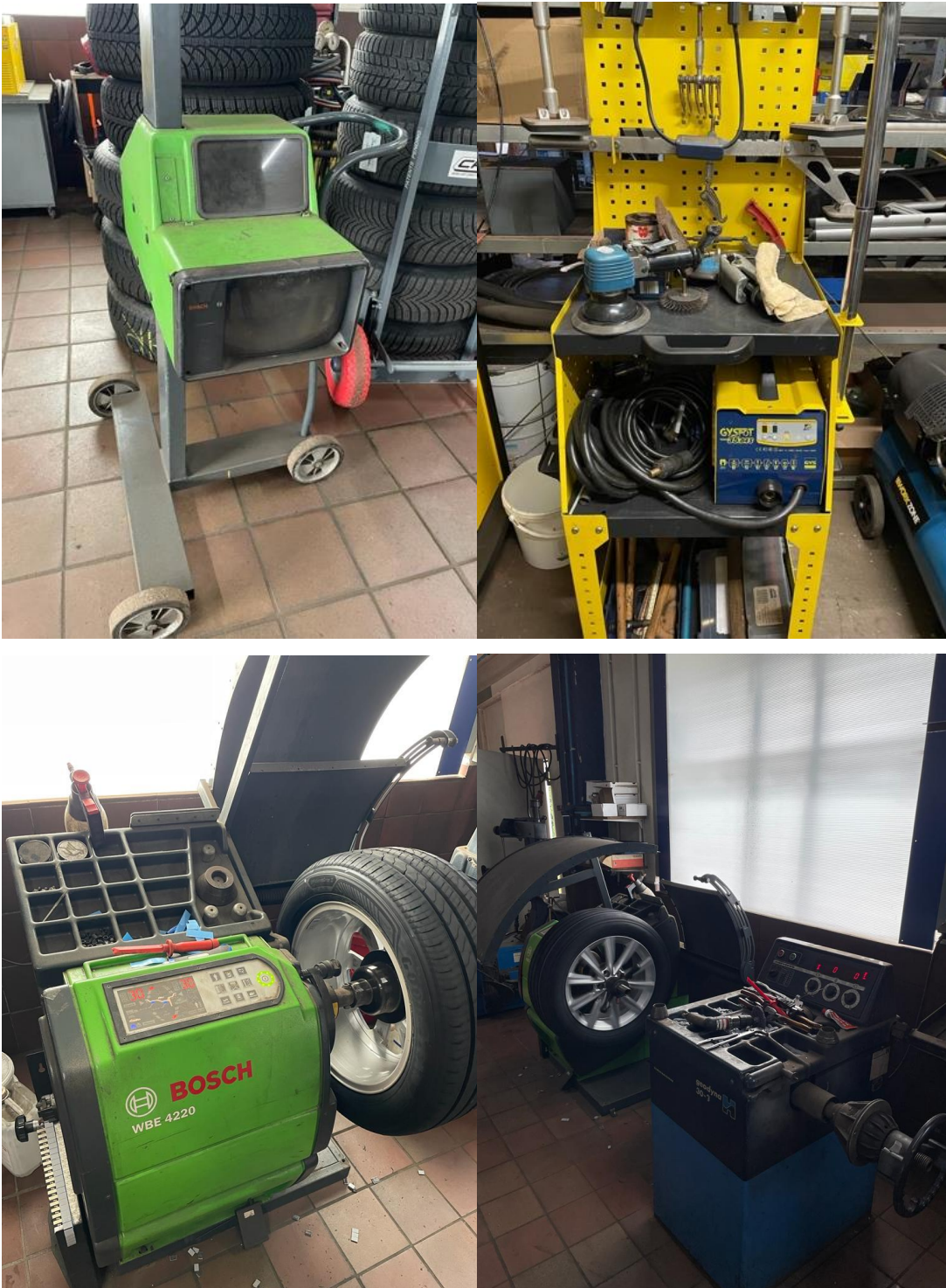
#### **3.1 Basic overview of the machines and the layout of the workshop?**

The layout of the workshop consists of 3 lifting platforms. Of these, one is mobile and can be used individually. However, this can only be used half-height. There is also a pit with a brake test stand. Exhaust gas measurements for gasoline and diesel can be taken and, as mentioned above, diagnoses can be made using Bosch's ESIttronic software.

For wheel and rim service, Auto Grundler has two 20-inch and 32-inch wheel changers, plus two wheel balancers and a tire washing machine. After this service, customers can also store their tires in the workshop.

For repair work on the car body Auto Grundler has a flux-cored wire welder (MAG welder), a TIG welder for aluminum and stainless steel and a plasma cutter for steel up to 10mm thick. For further work on the body of the vehicles, the factory equipment includes an induction heater, a sandblasting cabin for cleaning parts and a special bodywork tool for dents, frame pulling and repair for side panels.

An air conditioner, a gauge stand, a light adjustment device and a stationary spring compressor are, of course, also part of the workshop layout and are counted by Florian Grundler.



### 3.2 Highlighting special/extraordinary equipment?

What makes Florian Grundler's workshop special is clearly the wheel changer for 32 inches. Here, the acquisition costs are around 12,000 EUR. Most workshops refrain from making

such an investment. That is why Auto Grundler can clearly set itself apart from the competition in the area of tire service.



In addition, the workshop has a tire washing system. This is rather unusual, even for larger workshops in the region. Thus, it can gain an advantage over the competition in its second-largest sales item.

### **3.3 How is the use of electric and hybrid vehicles taken into account in the company?**

The use of hybrid and electric vehicles is also taken into account at Auto Grundler. However, it must be mentioned here that such vehicles are extremely rare in the customer base. An inspection for this type of vehicle is nevertheless offered.

However, a large part is still designed for internal combustion engines, as this accounts for most of the turnover.

## **4 Body repair services and equipment**

### **4.1 Are there services in the field of body repair or restoration?**

The issue of profitability is particularly important for the processing of such orders. Most often, it is refrained from carrying out a body repair, because the cost exceeds the residual value of the vehicle.

In special cases this is nevertheless undertaken. Often with restoration vehicles one tries to repair the body.

### **4.2 Are subcontracts awarded to nearby workshops?**

For paint jobs, orders are handled with nearby paint stores. In addition, in many cases the vehicle must be returned to the manufacturer for changes to the vehicle coding.

## 5 Charging infrastructure for electric cars

### 5.1 If the company does not have its own charging station, where is the nearest charging station and what charging options are available there?

The workshop itself does not have its own charging station. However, you can go to the town center. The nearest station is in the center of Floß, about 700m from the workshop.

**Floß** IN BETRIEB

KOSTENLOSE AUFLADUNG.



**EU SCHUKO-STECKDOSE**  
**Betriebsbereit**  
Normale / 3KW / Wechselstrom - einphasig



**EU SCHUKO-STECKDOSE**  
**Betriebsbereit**  
Normale / 3KW / Wechselstrom - einphasig



**TYP 2 STECKDOSE**  
**Betriebsbereit**  
Halb-Beschleunigte / 11KW / Wechselstrom - dreiphasig



**TYP 2 STECKDOSE**  
**Betriebsbereit**  
Beschleunigte / 22KW / Wechselstrom - dreiphasig

## **6 Waste Management**

### **6.1 What do the processes in the company look like?**

The processes in the company are strongly geared towards sustainability in waste management. Used oil, brake fluid and coolant are passed on to external reprocessing companies, as already described.

Scrap metal and vehicle recycling also becomes a sustainable waste management system with external partners. Vehicle recycling goes to the companies Bergler, Wittmann, the scrap and scrap metal is also processed by the company Bergler.

### **6.2 Are there procedures for reusing spare parts?**

This is based on individual decisions. The attempt to reuse spare parts is always taken into account and decided according to the wear of the spare part. An example of this is brake discs. If there is little wear, they are machined, turned and reused. Here, of course, the safety of the vehicle is in the foreground

## **7 Inspection**

### **7.1 Where is the nearest inspection station?**

The nearest place for inspection is in Weiden/ Tirschenreuth. This is a branch of TÜV Süd.

### **7.2 Is there any cooperation with the company?**

A cooperation exists with the company TÜV Süd. The company sends employees from the above-mentioned branch to Auto Grundler to perform the inspection on site. This is done on Wednesday and Thursday in the course of the main inspection. The exhaust emission test is carried out by the employees of the workshop itself. Due to the cooperation with the inspection center, it is also possible to make entries of attachments or similar in the vehicle registration document.





