

Electrical Rebuilder's Exchange 2005 Rebuilder Market Survey

Many industries have benchmarks—annual reports listing critical information which is referred to throughout the year for comparison and analysis. In this issue of the *Electrical Rebuilders Exchange* we are collecting data and hope to provide you, the rebuilder, a benchmark with which to compare your shop's facilities, services and overhead costs to other rebuilders.

The data gathered in this survey will assist you in targeting costs relative to other shops regionally and nationally, allow you to compare your company's performance to similar companies, and analyze your administration to determine where to safely cut costs. Seeing data gathered from successful peers may even encourage you to expand into profitable markets you may not have considered.

We look forward to making this an annual survey to keep our collective finger on the pulse of our industry. Help us help you!



In order to ensure the integrity of this survey, we ask that you give us your full name and contact information. This will be handled solely and

confidentially by the editor of the *Electrical Rebuilder's Exchange*. Survey results published will not include any identifying information.

Company Name: _____

Street Address: _____

City/State: _____ Zip Code: _____

Phone: _____

E-mail (if applicable): _____

Your name and title: _____

ERA Member: Yes _____ No _____

How long has your company been in business
(under any name, ownership, or at any location): _____

Business Location (please circle):

Northeast Southeast Southwest
Northwest North Central South Central

Business hours:

Mon-Fri: _____ Saturday: _____

Sunday: _____ Holidays: _____

Current number of employees:

Technicians: _____ Sales: _____

Office: _____ Delivery: _____

Number of employees:

Full time _____ Part Time _____

Percent of business strictly electrical rebuilding: _____ %

Average number of starters/alternators produced per month: _____

Percent of rebuilt starters/alternators that are import units: _____ %

Do you sell components over the counter? Yes _____ No _____

Do you perform on-car service or installation? Yes _____ (if yes, please describe) No _____

What is your main source of supply for cores?

Core Suppliers _____

Exchange Customers _____

Other (please describe) _____

Do you do small engine applications? Yes _____ (if yes, please circle below) No _____

ATVs Lawn & Garden
Marine Motorcycle Pump & Plow
Tractor Golf Carts

Other _____

Estimated breakdown of distribution method(s) you use to nearest percent:

Traditional (jobbers, WD, company-owned distributors): _____ %

Rep. Gar., New/Used Car/Truck Dealer; Service Station: _____ %

Agriculture, Industrial Off-Highway User: _____ %

OE Vehicle Manufacturers: _____ %

Fleet (auto and truck): _____ %

Mass Merchandiser; Retail Chains: _____ %

Consumer/DIY/Over the counter: _____ %

Other Rebuilders/Auto Electric Suppliers: _____ %

Other method (please describe): _____ %

What are the main factors affecting your profit ranked by percent:

Price Competition: _____ % Installer Error: _____ %

Labor Cost/Availability: _____ % Supplier Monopoly: _____ %

Competition from Suppliers: _____ % Core Availability: _____ %

Lack of Educational Opportunities: _____ % Import Competition: _____ %

Government-Mandated Overhead: _____ % Warranty Administration: _____ %

New Vehicle Longevity/Extended Warranties: _____ %

Vehicle and Equipment Leasing: _____ %

Do you use computers in your business? Yes _____ No _____

What year did you start using computers for business? _____

Do you use computers for (please circle each that applies):

accounts payable accounts receivable inventory control
parts lookup (CD only) parts lookup (online)
parts searches (online) education e-mail billing
other (please describe) _____

What company produced the rebuilding software you are currently using? _____

Does your company have its own Web site? Yes _____ No _____

If so, do you use your Web site for (please circle each that applies):

parts/services descriptions online sales company information
real-time help for customers e-mail help for customers

What is the estimated cost per year to run your Web site? _____

Would you say that (a) the Web site more than pays for itself; or
(b) the Web site is simply a courtesy for customers? _____

Annual Expenses:

Workman's Comp. Ins: \$ _____ General Liability Ins.: \$ _____

Training: \$ _____ Employee Uniforms: \$ _____

Advertising / Promotion: \$ _____ Rent / Lease: \$ _____

Garbage Service: \$ _____ Solvent & Chemical Removal: \$ _____

Estimated 2004 gross electrical sales volume: \$ _____

Projected 2005 gross electrical sales volume: \$ _____

Estimated value of business (including inventory and property): \$ _____

Has your business value (a) increased; or (b) decreased in last decade? _____

What services does your company offer?

Delivery _____

On-Vehicle Repair _____

Wiring Diagnostics and Repair _____

Complete Unit Rebuilding/Remanufacturing _____

Unit Repair Only _____

Other Vehicle Repair (list): _____

What is the percentage of your sales mix?

Automotive: _____ % Small Engine: _____ %

Agricultural: _____ % Construction: _____ %

Industrial _____ % Batteries _____ %

EMS: _____ % Other heavy duty: _____ %

Other (please describe): _____ %

Size of your company's facility (sq. ft.):

Area reserved for parts storage _____

Area reserved for finished goods storage _____

Area reserved for production _____

Mail to: ERE, P.O. Box 12106, Shawnee Mission, KS 66282

Questions? Call Polly Shea at (913) 642-4682.