



Handbook

Genuine parts wholesalers in Germany

OE / genuine car-parts trade business to IAM workshops

Explanations for pictograms

- The next 7 icons were used to show the business fields of the company:

- Icon indicates that the company is selling new cars



plus workshop service



- Icon indicates that the company is selling used cars



- Icon indicates that the company is offering financial services



- Icon indicates that the company is selling car parts



- Icon indicates that the company is selling workshop equipment



plus special tools



- The number of is the number of OE-parts deliveries per day, e.g.: means two OE-parts deliveries per day.

- means positive answer on the asked question

- means negative answer on the asked question

- symbolizes the number of employees for the OE -parts business

XXX– general data

Contact data headquarters:

Name: XXX
 Str.: xxx
 Loc.: xxx
 Phone: xxx
 Fax: xxx
 Mail: xxx
 Web: xxx
 General manager: xxx
 Contact person: xxx
 Trade and buying group: xxx



Company data:

Company	Country if active in other countries	Outlets incl. head-quarters	Employees (total comp. Emil Frey)	Turnover in M. €	Employees for OE- trade parts business
XXX**	xxx	xx	xxxx	xxx	xxx

Ownership/owners of company

XXX is a separate business unit.

Membership of company/holding

Xxxx

Car brands offered :

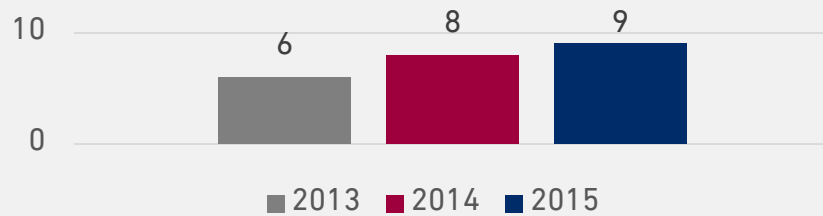


Offered brands for genuine parts:



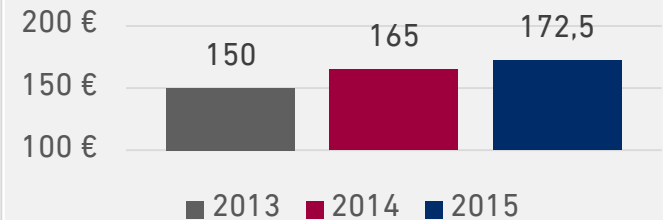
xxx– development

Location development:



Development of total branches

Total company turnover in M. € *



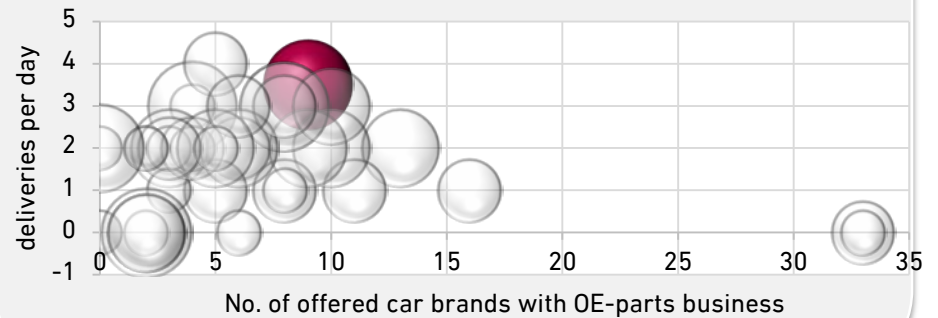
*Cars, services, parts, financial services

Good to know:

- xxx

Indicator of competitiveness to the other interviewed OES-parts distributors

Brand coverage vs. amount of deliveries per day



*red: actual analysed distributor, white: important OES-competitors

*Offering OE-parts for following other types of vehicles: Light commercial vehicles

xxx– history

Year	History of xxx Gmbh
1981	xxx
1999	
2002	
2006	
2007	
2013	
2014	
2015	
2016	

Additional to OE-parts business; in which other business areas is your company active?



Which is your core business?



xxx– parts business

Do you sell OE parts for commercial vehicles like LCV, CV?



Do you collaborate with other car dealers in the OES parts sales to independent garages / external workshops at the regional level ?



With which other car dealers do you collaborate for OES parts business to independent garages / external workshops?

Pending on the local branch.

Do you sell non OE-parts e.g. IAM parts?



What is the turnover share of non-OE parts in your parts business?

n.a.

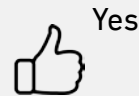
How many delivery vehicles are running for the OE-parts business to external workshops?

Pending on the local branch

How often per day do you deliver OE-parts?



Are your customers supplied by overnight express?



xxx- parts business

What are the delivery times to your customers?

Pending on the local branch

When is order deadline for your customers?

Pending on the local branch & the parts brand name

How many employees in your company are active for the OE-parts business to independent garages / external workshops?

42



Do you have a special field sales force for the OE-parts business to independent garages / external workshops?

Yes



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