

# OUR APPROACH

*We're often asked: "What does Quazar do?"*

The short answer: we inspire, mentor, guide and develop people, brands and businesses towards success.

## WHAT WE DO:



Brand

Your brand is the creative execution of your business strategy. Our expertise lies in brand design and development, marketing and communications and experiential branding.



Technology

When it comes to technology, Quazar has the skills, experience and track record to define the technology solution best suited to your business outcomes. We keep it simple, letting the business guide the technology.

Whether your business needs a ready-made product or a custom-built solution, we can make it happen.



People

Engage your people and your business will grow.

We aim to evolve fixed perceptions of reality to enable organisations to achieve unprecedented success. We offer training, coaching and mentoring, behavioural change programs and custom training programs.



Strategy

A solid business plan is merely the articulation of your vision in a language your people and customers understand – a blueprint that turns ideas into actionable realities.

Quazar works with you on defining and implementing your business, brand, marketing and go-to-market strategies.

To discuss this programme with us please contact:

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Quazar

STRATEGY BRAND PEOPLE TECHNOLOGY



**SINCE 2008** the new car market in South Africa has been experiencing declining sales in passenger cars and light commercial vehicles. New entrants into the market have also eroded market share for the established manufacturers.

Quazar began looking at ways to improve sales and profitability in both Used Cars and After Sales.

In 2012, we identified a small sample of dealerships from a leading automotive brand, and implemented a 7-month programme designed to provide each dealership with their own strategy and implementation plan, reflecting their unique market, resources and capabilities.

**A year into the programme, annual results showed a remarkable 53% increase in service nett profitability.** Repeat business from happy customers meant that CSI also improved, releasing the incentives from the manufacturer, **in this case R2m per annum.**

Research into Aftersales at the time revealed that on average, R1.9m of profit was 'lost' in the Service Department alone.

Our programme revealed that a new approach was needed - one that was prepared to question existing paradigms and come at the opportunity from a new perspective.

Our audit and research process in each dealership allows us insight into ways to maximise the opportunity with existing resources.

Our work over the past 7 years has led us to the development of a programme which kickstarts this process for dealers – simple for dealers to implement and repeat.

STEP 1



### AUDIT AND RESEARCH 2 DAYS

Our comprehensive review of the Service Department starts with the job cards. Here we use our own analysis tool to discover the opportunities from a financial perspective. We complement this analysis with key personnel interviews and observation of process from booking to check in, to work flow, upsell and finally to check out.

STEP 2



### FEEDBACK AND STRATEGY DEVELOPMENT 1 DAY

We spend the day with the senior management team - DP, Service Manager and Parts Manager - share our findings and guide them to the creation of a strategy and implementation plan that works for them.

STEP 3



### TRAINING FOR WHOLE TEAM 1 DAY

Using brief workshops we train the team on the new strategy (why things are changing and what is expected) and any changes in processes that need to happen.

STEP 4



### GO LIVE - 1 DAY

On the day that the Service Department goes live we are there to assist the implementation of the changes in processes at all stages from when the customer arrives until they come to collect.

STEP 5



### REVIEW AND RENEW 1 DAY

Review of the strategy and the implementation and see what needs to be renewed or changed.

