

F!TSERVICE

2019

The history of establishment and development

The FIT SERVICE project was founded in 2008 by ROSSKO, the largest distributor of motor vehicle parts in Russia. It was the time when the decision to create a network of car service centers for provision of a guaranteed sales channel for motor vehicle parts was taken.

In 2008, the first car service center under the FIT SERVICE brand was launched. The goal to develop the franchise network had been set from the very beginning, but during the first 5 years only its own stations were launched. During this period, the company studied the characteristics of the auto service market in different regions and accumulated experience in attracting and servicing clients.

This experience was reflected in clear and principled business processes, standards and regulations that formed the basis of the FIT SERVICE franchise.

The first franchise car service center was launched in 2013 in the city of Novosibirsk.



The purpose of creating the FIT SERVICE network is -

organization of a guaranteed distribution channel for spare motor vehicle parts of the largest distributor in Russia - ROSSKO Company; FIT SERVICE Company is its subsidiary.

The mission of the FIT SERVICE Company is -

transformation of the car service market in Russia to the level of the best world standards, by being the leader and innovator of technologies at this market.



The basic principles of the company include:

UP-TO-DATENESS

I trust companies that adhere to the modern approach of conducting business: they use modern technologies and put the interests of their customers in the foreground.

RELIABILITY

It is important for me to realize that my car operates reliably after maintenance, because it makes me and my loved ones feel safe.

EFFICIENCY

I am a man of business and appreciate my time; so it's important for me to realize that the service I use carries out all the tasks assigned promptly and within the stated time frame.

PUBLICITY

I want to know who carries out servicing and what is done with my car. I don't need to go into details, because for the most part I don't have time for this, but I want to know general details.



FIT SERVICE isn't only a car service center.

Whereas FIT SERVICE provided only car repair services years ago, today it is a whole range of services for a client.

No matter where you are and whatever happens to you - FIT SERVICE is always there.

COMPLEX OF SERVICES OF THE FIT SERVICE:

- Car service center
- Carwash center
- Body repair
- FIT SERVICE Transmission
- Vehicle carriers
- Insurance adjusters
- Traffic lawyers
- Road Traffic Accident Hot Line

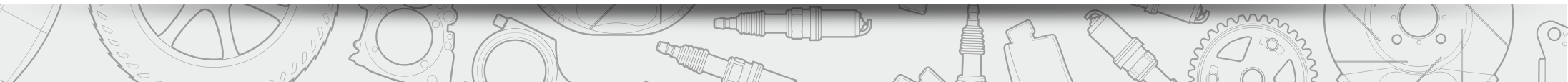
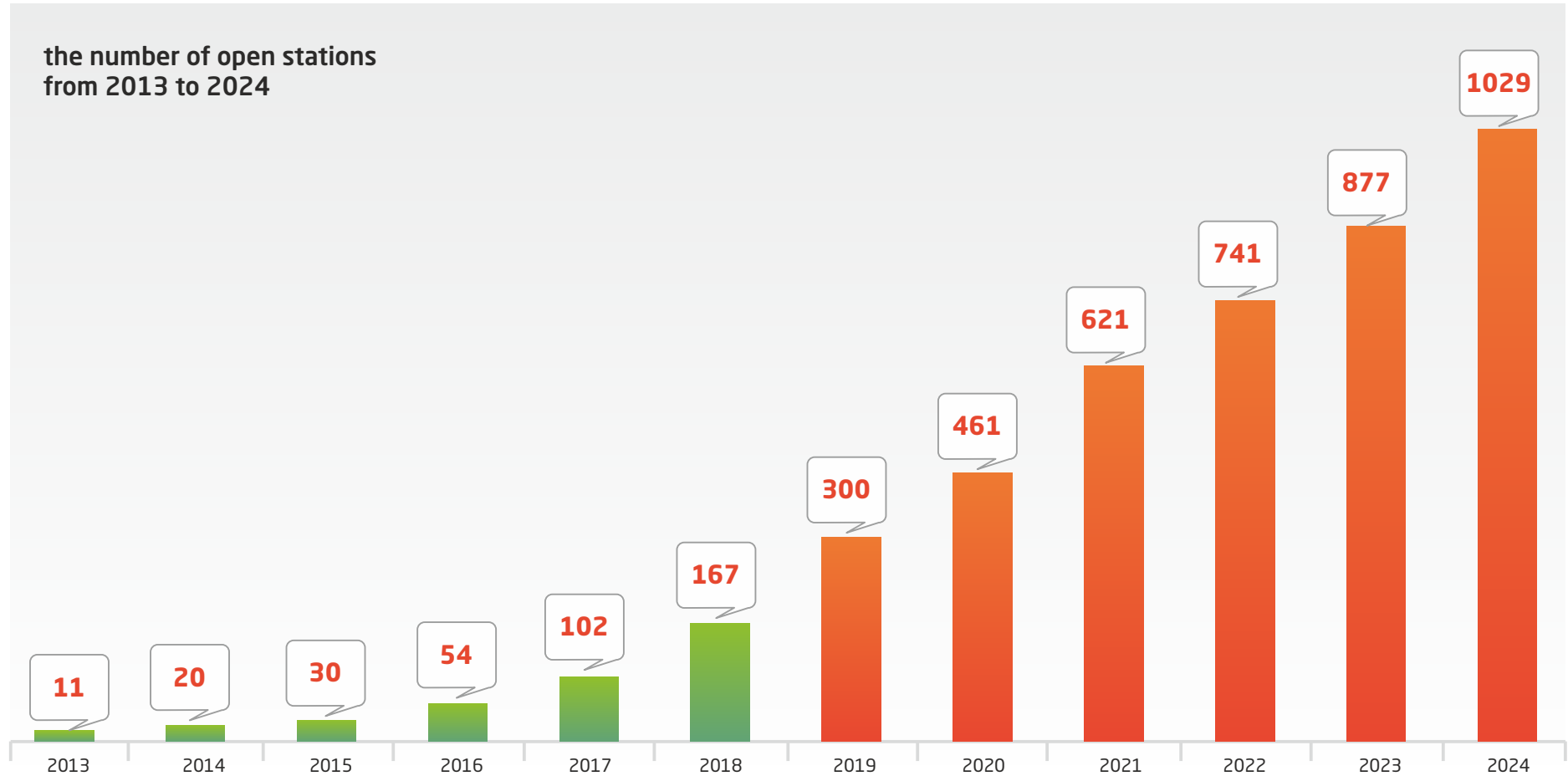


Geography of the FIT SERVICE Federal Network:

- - open stations
- - stations at the launching stage



The dynamics of network development

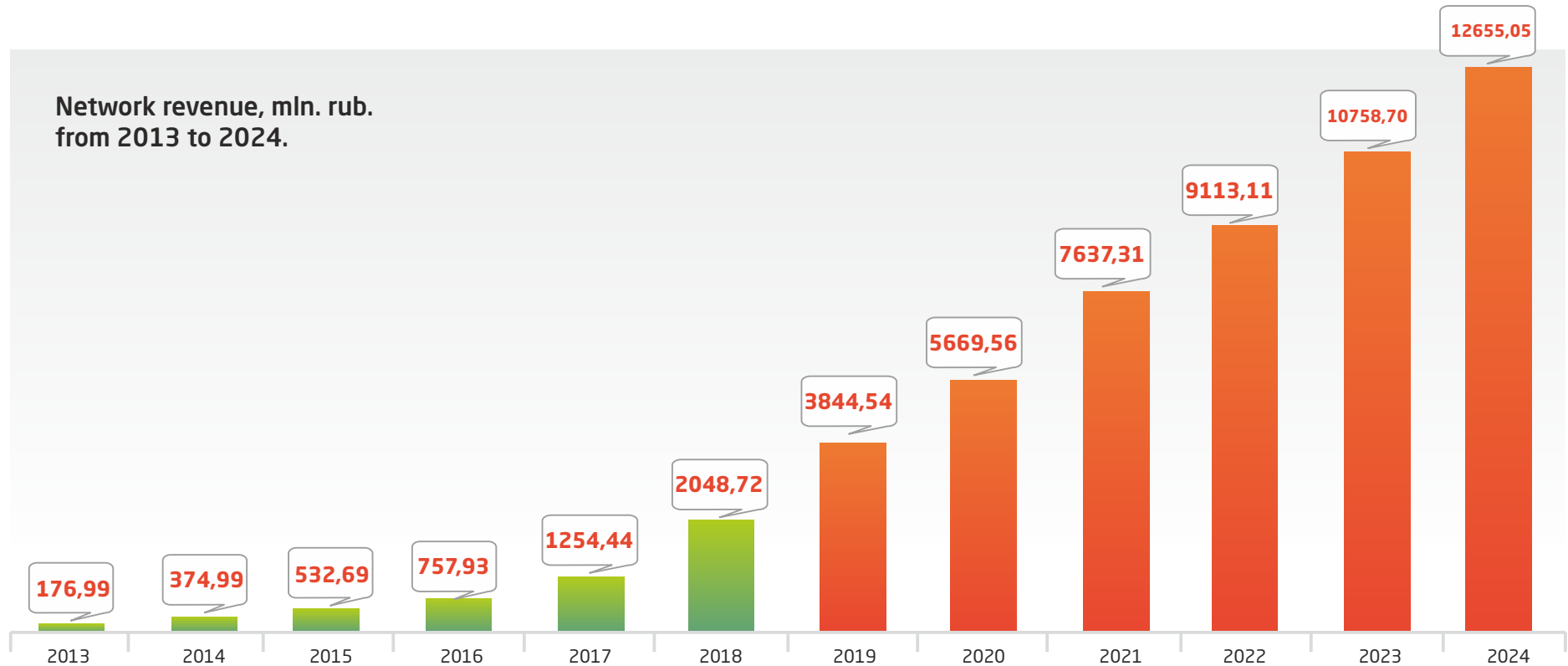


Results of work for 2018:



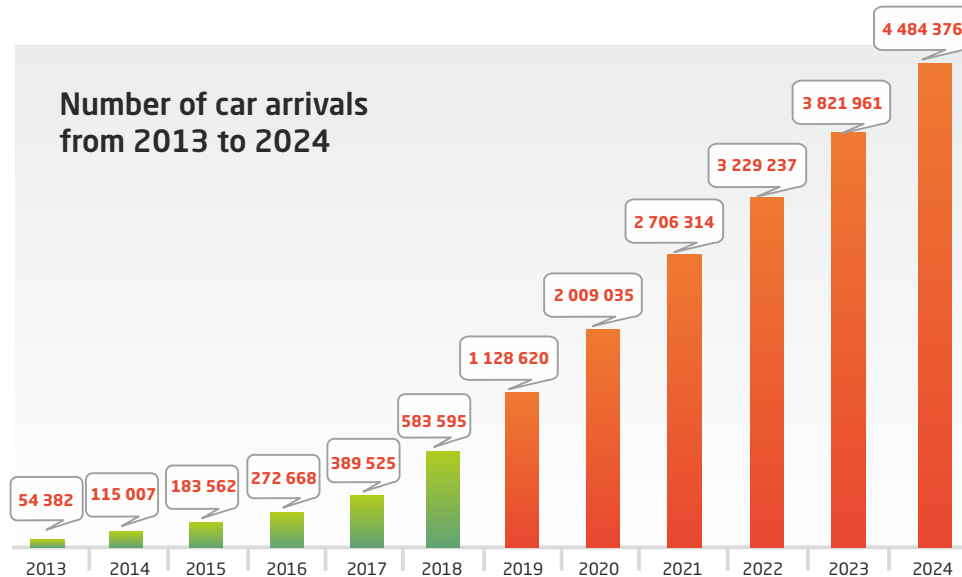
Network revenue - 2018, million rubles.

2 048,72



Results of work for 2018:

Number of car arrivals
583 595



How many cars are serviced per minute
3

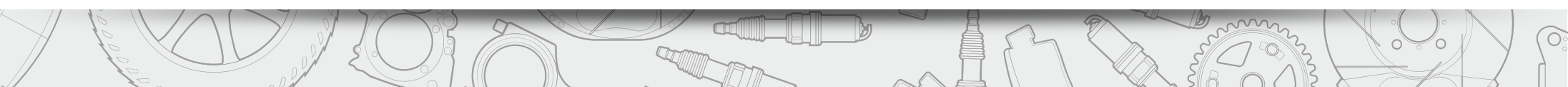
How many customers were serviced at more than 1 station
20,80%

How many customers were serviced in more than 1 city
6,70%

Average number of client visits to the car-service center
4,2

Record number of calls per day
3 078

Peak of calls simultaneously/second
42



Awards and achievements

Forbes

Top 5 profitable franchises in Russia



БИБОСС

TOP-1 in the ranking of BeBoss in car topics



Winners of the GOLDEN BRAND Award
"Franchiser of the Year" - 2017, 2018
"Golden Franchise" - 2017



Winners of the GOLDEN KEY Award - 2015, 2016, 2018



The company is among the top 20 profitable RBC franchises



The winners of the 2 GIS 2018 Award in the Best Car Service nomination in the cities: Novosibirsk, Khabarovsk, Tomsk, Omsk, Barnaul, Omsk, Rostov-on-Don, Vladivostok, Kazan, St. Petersburg.



Holders of the Golden Mercury Award - 2016.

franshiza.ru ^F

The most active franchiser in 2018



Our partners:



Our social projects:



SUPPORT OF CHILDREN'S SPORTS



Our social projects:



SUPPORT OF RUSSIAN MOTORSPORT



Our social projects:



**ORGANIZATION OF OWN SOCIAL PROGRAMS ON SAFETY
OF CHILDREN ON THE ROAD - THE ALL-RUSSIAN ZEBRA MARATHON**





Why customers choose **F!T**SERVICE



The customer has changed

The growth of the primary car sales market, its warranty service in the car service centers of dealerships accustomed clients to quality service and simplicity of car maintenance. A car owner no longer wants to understand the construction and layout of the car, and especially in its maintenance, search for spare motor vehicle parts and equipment for repair.

20 years ago:

- Age of vehicle 7-15 years;
- The car owner knows how to fix the car by himself;
- The vehicle is the opportunity to earn money;
- Ready to look for spare motor vehicle parts by himself;
- Price is the main criterion;
- Trusts one master;
- He bears risks on his own.

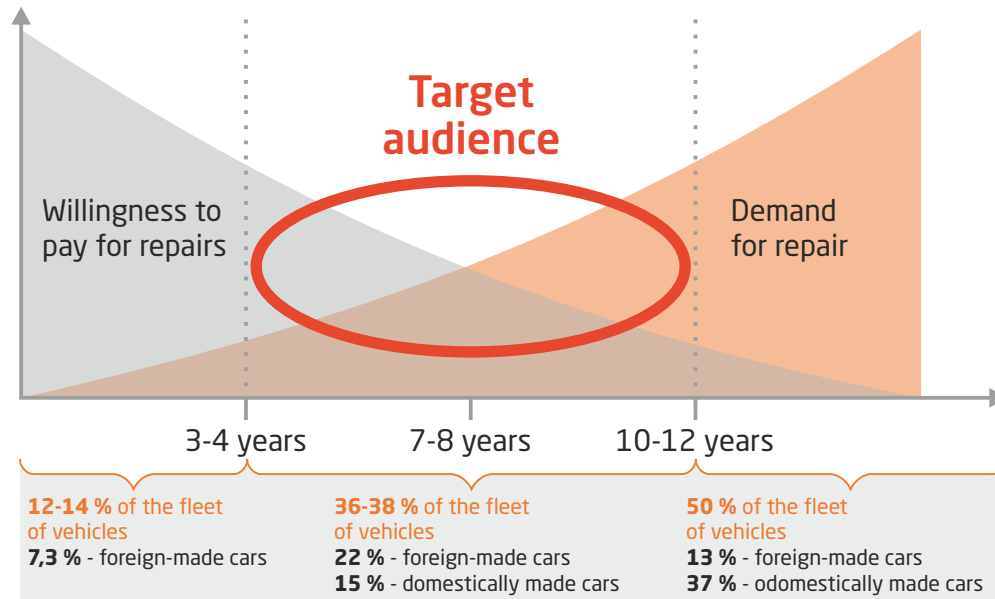
Now:

- Age of vehicle 3-8 years;
- Vehicle is a mean of transportation from location A to location B;
- Looks for a full range of services repair + spare parts;
- Convenience is the main criterion;
- Status of the enterprise has a value;
- Appreciates his time;
- Trusts brand, advertising, large companies;
- Requires quality assurance.



Why customers choose FIT SERVICE

FIT SERVICE segment

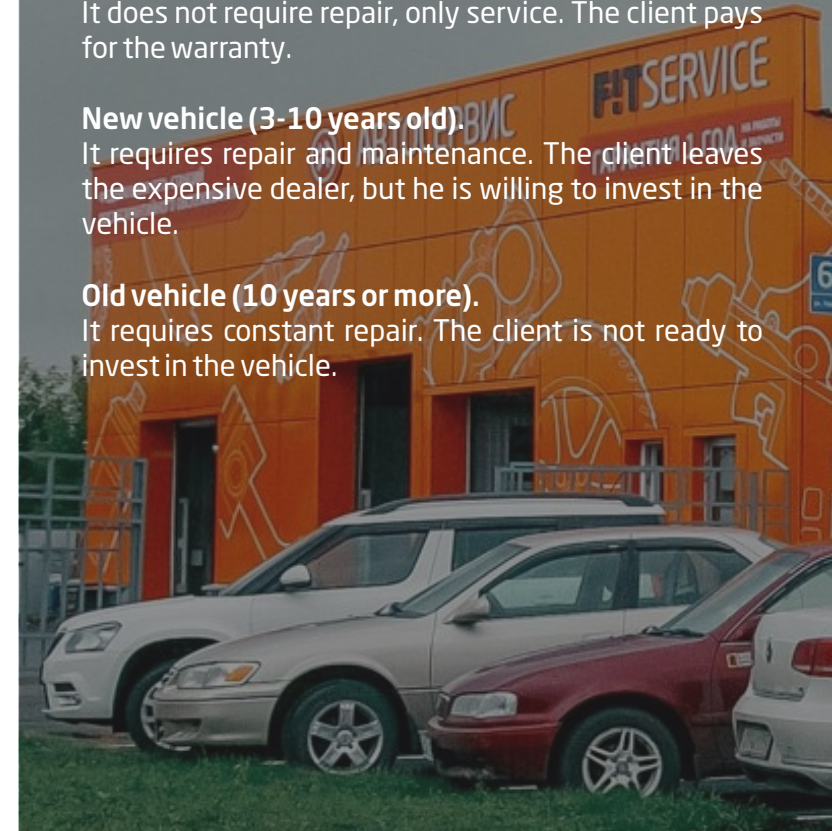


Vehicle Life Stages

The vehicle from the dealership (new).
It does not require repair, only service. The client pays for the warranty.

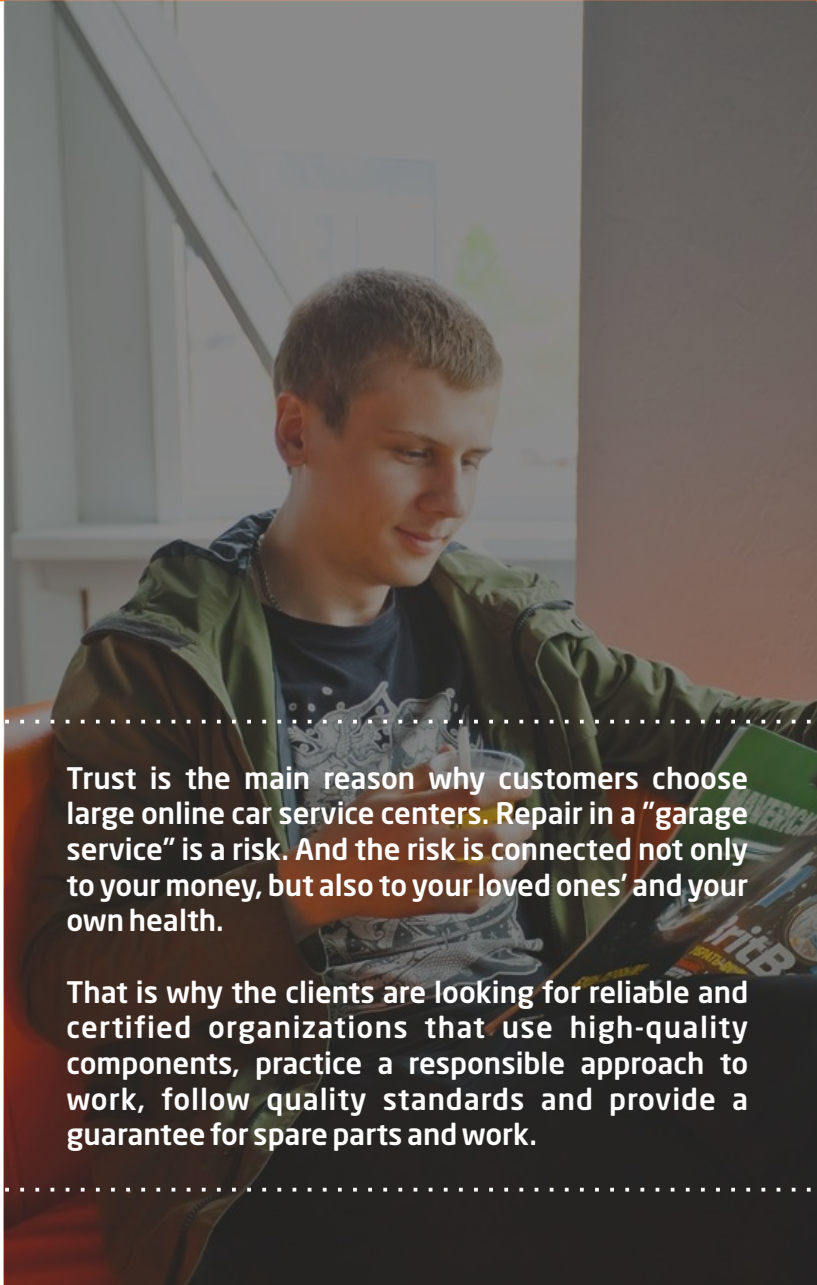
New vehicle (3-10 years old).
It requires repair and maintenance. The client leaves the expensive dealer, but he is willing to invest in the vehicle.

Old vehicle (10 years or more).
It requires constant repair. The client is not ready to invest in the vehicle.



FIT SERVICE for the client means:

- 1 YEAR GUARANTEE for work and spare parts
- Keeping dealership's warranty in force
- Maintenance of all vehicle brands
- Spare parts are in stock at our own warehouse
- Quality Assurance Service
- Comfortable waiting area
- Convenient Services:
 - Website (with an option of booking a service)
 - Mobile application
 - Online Service Book
- Sales promotions and special offers
- Modern equipment
- Qualified staff
- Bonus program



Trust is the main reason why customers choose large online car service centers. Repair in a "garage service" is a risk. And the risk is connected not only to your money, but also to your loved ones' and your own health.

That is why the clients are looking for reliable and certified organizations that use high-quality components, practice a responsible approach to work, follow quality standards and provide a guarantee for spare parts and work.

Why customers choose FIT SERVICE

Mobile application

The mobile application was developed for the convenience of FIT SERVICE clients; it allows you to interact with the company in 2 clicks.

- Convenient booking of vehicle service
- Reminders on maintenance
- Full service history
- Recommendations on the required repairs
- Sales promotions and special offers
- Chat with a company's specialist
- Bonus program

DOWNLOADING OF MOBILE APPLICATION



MORE **10 000**
DOWNLOADS OF APPLICATION PER MONTH

Bonus program

The FIT SERVICE bonus program is a reliable tool for increasing loyalty and customer retention. Benefits for members of the bonus program:

- Cash back from services and spare parts
- Special discount pricelist
- Free services
- Pay up to 50% of a purchase order by bonuses
- 3 privileged statuses

NUMBER OF PROGRAM PARTICIPANTS



MORE **5 000**
NEW PARTICIPANTS IN A MONTH





FITSERVICE

Why partners
choose **FIT**SERVICE



Car Service Market - Growing Market

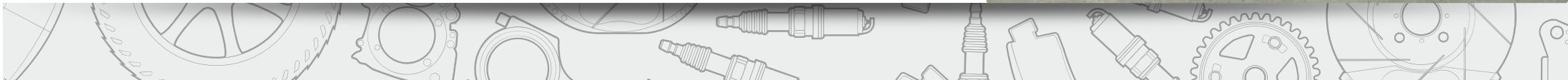
The car service market is not a trend market. It has a stable demand not subject to trend fluctuations. Potential customers will always use cars and, therefore, service them.

It is one of the few profit-making growing markets with low level of competition. It is not divided; there are no major players in this market.

Number of car service stations per 1000 cars in 2017:

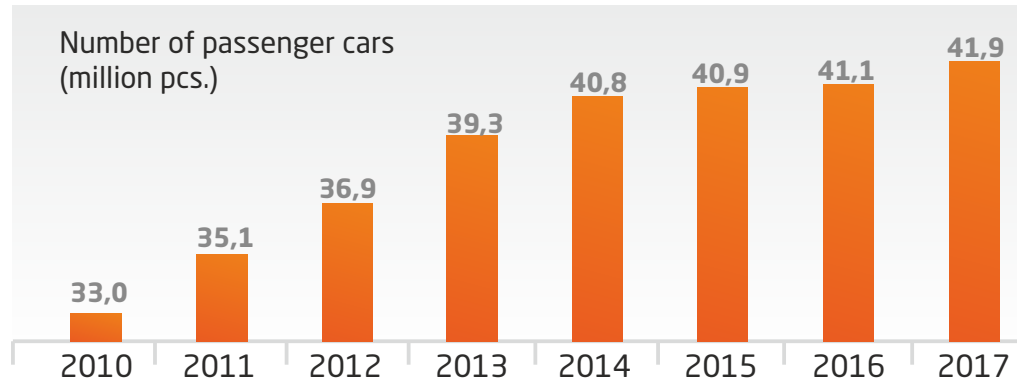


The main trend of the market at this stage of its development is the consolidation of players, and establishment of network services.



The growth of the market is provided by the following factors:

1. Stable growth of the vehicle fleet, even in times of crisis.

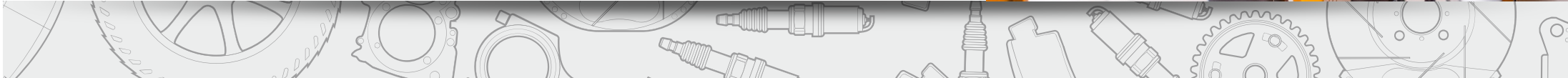


2. Rejuvenation of the vehicle fleet.

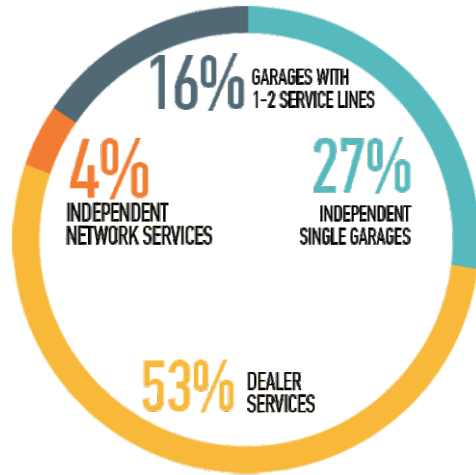
Modern State programs, affordable vehicle loans - all of this stimulate not only quantitative change, but also structural one. New cars require higher quality of service and better technical equipment used for the service. Separate car service centers and "garage masters" are not able to conduct accurate diagnostics and complete repair. This requires a large number of diagnostic and special tools for different car models.

3. The consumer of services is changing.

The car owner does not want and even cannot independently service a car. He increases his demand to the level of service, reliability and range of services.



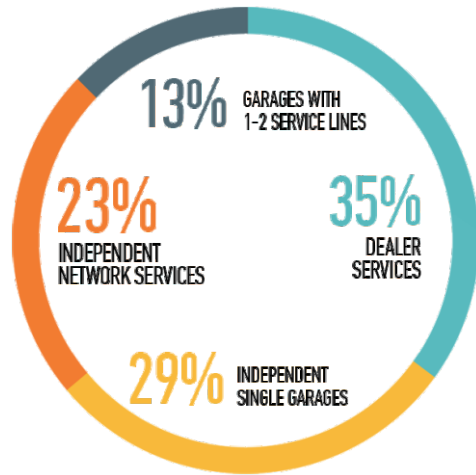
It's time for networks of car service centers



STRUCTURE OF THE MARKET TODAY

Currently the following competitive groups are on the market:

- Independent services in network form;
- Dealer car service centers;
- Independent services - separate car services for 5-6 posts;
- Garage workshops - private masters, 1-2 post.



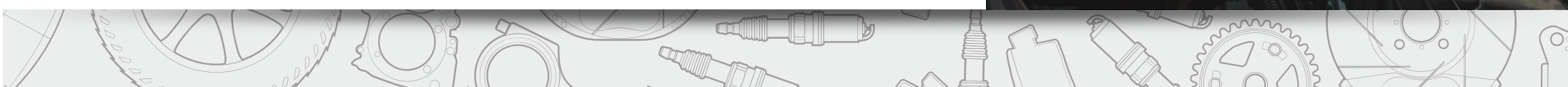
FORECAST OF CHANGES IN THE MARKET STRUCTURE BY 2020.

Increased investment load and the role of non-price factors of competition leads to the creation of network car-service centers at the market.

At the same time, the share, that these car services will occupy, will be divided among the 10 largest market players. This corresponds to the world experience in the evolution of markets in all sectors.



THE MARKET OF SEPARATE INDEPENDENT SERVICES WILL ALMOST DISAPPEAR

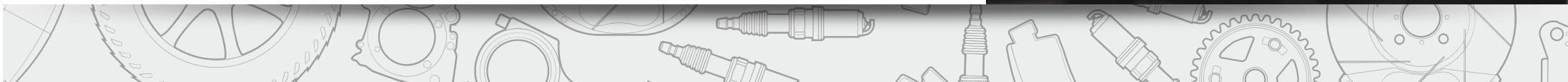


What does the FIT SERVICE's franchising model give:

- effective business model;
- unified standards and regulations;
- strong recognizable brand;
- personnel search and training, own automation system that has no analogues in the car service business;
- regional structure of support for stations;
- IT - technologies for communication with a client;
- digital intelligence used for car data accumulation;
- centralized business support services.
- централизованные службы поддержки бизнеса

CENTRALIZED SERVICES OF FIT SERVICE

- Corporate call center
- Quality Assurance Service
- Technical support
- Help service for selection of spare parts
- Staff Recruitment Service
- Centralized marketing
- Franchshop
- Training center
- Mystery shopper



Why partners choose FIT SERVICE

Key business performance indicators:

ROI

280%

FOR 5 YEARS

PROFITABILITY

18%

**PROFIT PER
MONTH**

476 000

RUB.

**BREAK-EVEN
POINT**

1

IN MONTHS

**POINT
OF RETURN**

22

IN MONTHS

**REVENUE
PER POST FROM**

390

THOUSAND RUBLES

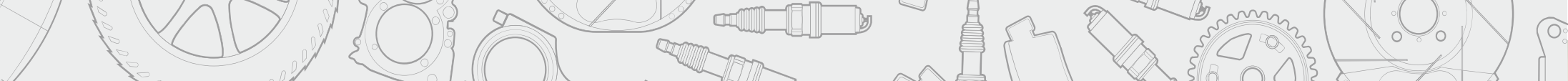
Why partners choose FIT SERVICE

Support from international manufacturers of vehicle components:

FIT SERVICE is supported by the leading international manufacturers of vehicle components. This gives FIT SERVICE stations unique conditions for the supply of spare parts and an extended warranty on product groups.

Representatives of brands regularly conduct refresher courses and introduce to innovations in the automotive industry.





Why applicants
choose **FITSERVICE**



Why applicants choose FIT SERVICE

FIT SERVICE - a reliable employer:

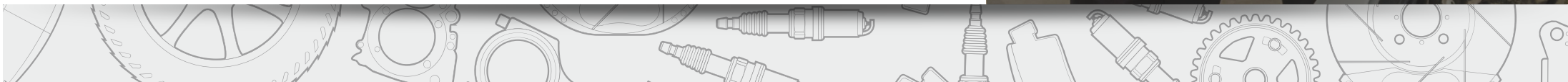
As of today, 4-6 car-service centers are launched within the network per month. 40-60 new job positions appear on the market every month.

JOB OPPORTUNITIES OF CAR SERVICE CENTER:

- Service Advisor
- Vehicle Mechanic
- Diagnostician of Electronic Systems
- Car Washer
- Senior Foreman
- Replacement Specialist
- Car-Service Center Manager

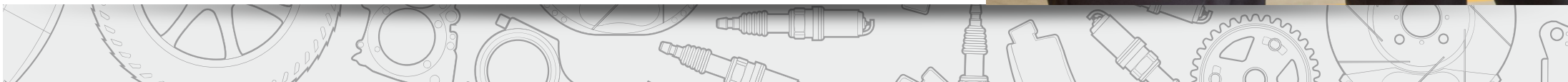
NUMBER OF EMPLOYEES IN THE
FIT SERVICE NETWORK

> 3 000
PERSONS

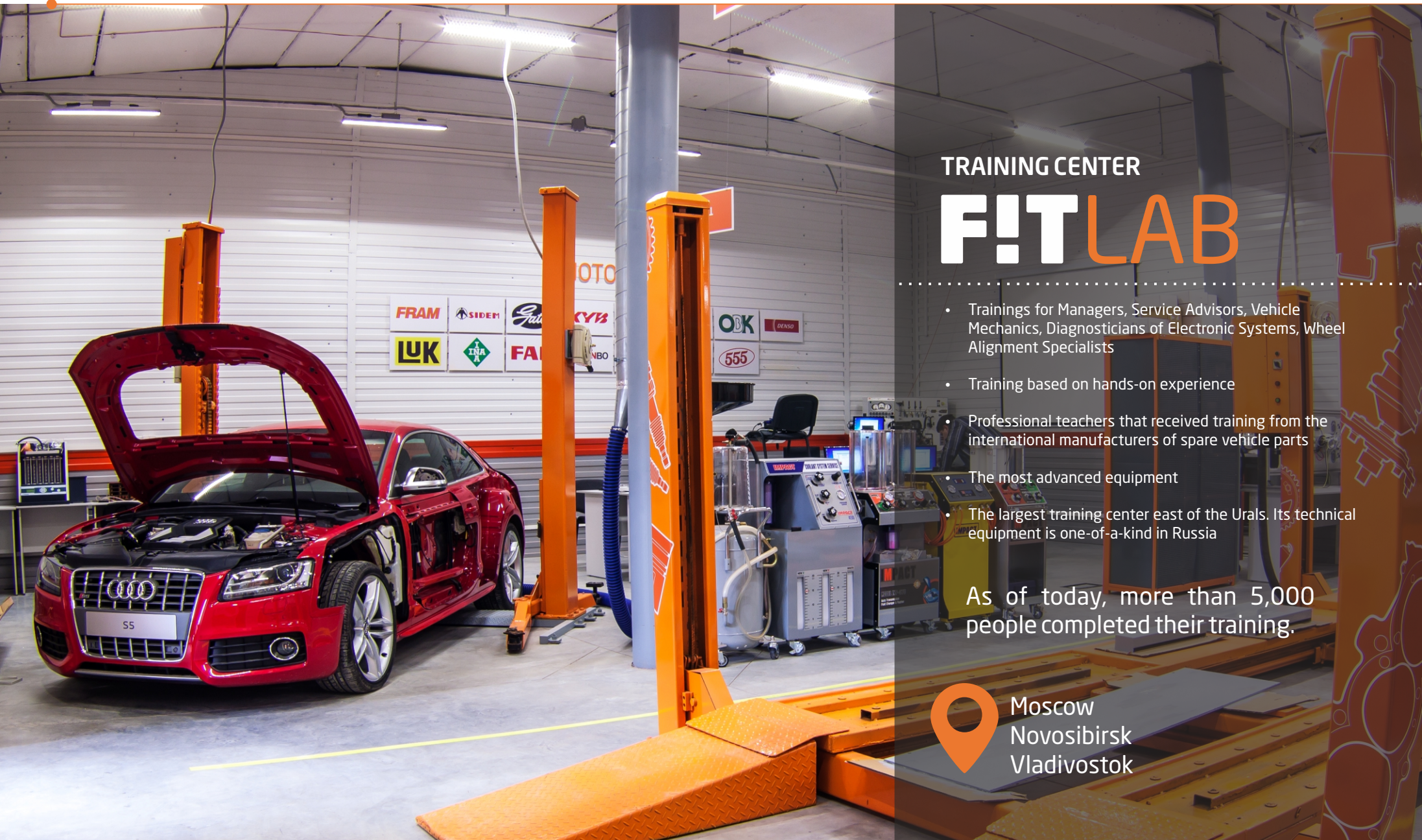


Benefits of working at FIT SERVICE

- Work in a federal company
- Competitive salary
- Comfortable working conditions
- Clean clothes and workplace
- Modern equipment and tools
- Trainings and competence development
- Real opportunity to advance
- Official employment under the Labor Code of the Russian Federation
- Incentive program and internal competitions
- Internship for young specialists



Why applicants choose FIT SERVICE



TRAINING CENTER

FITLAB

- Trainings for Managers, Service Advisors, Vehicle Mechanics, Diagnosticians of Electronic Systems, Wheel Alignment Specialists
- Training based on hands-on experience
- Professional teachers that received training from the international manufacturers of spare vehicle parts
- The most advanced equipment
- The largest training center east of the Urals. Its technical equipment is one-of-a-kind in Russia

As of today, more than 5,000 people completed their training.



Moscow
Novosibirsk
Vladivostok



F!TSERVICE

Thank you for your attention

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