



Battery chargers

Purchasing source

Warehouse distributor	42%
Jobber	35%
Auto parts retailer	29%
Tool truck/dealer	26%
Direct from manufacturer	19%

Preferred purchasing channel

Warehouse distributor	32%
Jobber	26%
Auto parts retailer	16%
Direct from manufacturer	10%

Primary reason for preferred purchasing channel

Availability	29%
Price	29%
Fast delivery	13%
Good relationship	10%

16% always take their tech's recommendation for buying a specific brand of battery charger

Number of battery chargers that are returned

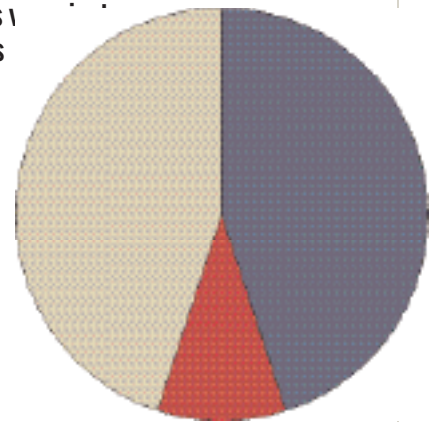
None	100%	5-9 percent	0%
1-2 percent	0%	10 percent or more	0%
3-4 percent	0%	I don't know	0%

Reasons for returns

Defective merchandise	0%
Product damaged in transit	0%
Wrong item purchased	0%
Part is for wrong make/model/year	0%
Technician didn't need part	0%
Part didn't fix the problem	0%

National brands \ label purchases

45% National
10% Private
45% Both



Reason for buying particular battery chargers

Price	52%
Reliability	52%
Brand	45%
Availability	45%
Warranty	42%
Quality	39%

Margins

Margins: 10% of technicians know what they're paying for parts. If they didn't know, we asked what they thought they paid.

What techs know they pay	What techs think they pay
1-5%*	67%
6-10%*	33%
11-15%*	0%
16-25%*	0%
More than 25%*	0%
1-5%*	22%
6-10%*	18%
11-15%*	15%
16-25%*	30%
More than 25%*	15%

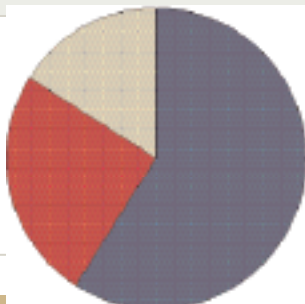
*Percent over jobber

Training availability

Mornings	13%
Afternoons	6%
Evenings	55%
Weekends	19%

Quality of battery chargers used

59% Premium
25% Mid-Level
16% Economy



17% purchase battery chargers from a car dealership.

Reasons:

1. Only place it is available 60%
2. Want OEM form/fit/function 40%
3. Customer request 20%

On average, techs purchase **58%** of their battery chargers from their primary supplier

The number of suppliers used

One	52%
Two	26%
Three	22%
Four	0%
Five or more	0%

Frequency of supplier contact

Once a week	6%	Every two weeks	3%
Once a month	7%	Every three months	0%
Every six months	6%	Yearly	4%
No contact necessary	74%		

Brand vs. supplier loyalty

If a primary supplier of battery chargers replaced a brand with another of like quality, a tech would:

Change suppliers to continue purchasing original brand	10%
Keep primary supplier and purchase new brand	80%
Keep primary supplier and purchase different brand	10%

Total of some charts exceeds 100 percent as a result of respondents providing multiple answers.