

CAR REPAIR & PANEL BEATING BUSINESS

Performance Reflection Checklist

FINANCIAL PERFORMANCE	YES	LATER	URGENT
Are you tracking revenue and expenses accurately across different services (e.g., repairs, parts sales)?			
Have you set clear financial targets for growth and profitability?			
Are your service prices competitive with local market rates while maintaining profitability?			
Have you recently reviewed your cost of parts, labour, and overheads?			
Is your cash flow predictable, or do you experience delays in payments from customers or insurers?			

CUSTOMER SATISFACTION	YES	LATER	URGENT
Do you gather customer feedback after each service or repair?			
Are your customers satisfied with the quality and timeliness of your repairs?			
Have you experienced a high volume of repeat customers or referrals?			
Are there any common complaints or service gaps you need to address?			
Do you have a clear and effective warranty or guarantee policy on repairs?			

OPERATIONAL EFFICIENCY	YES	LATER	URGENT
Are you meeting your estimated timeframes for repairs and services?			
Are your technicians skilled, well-trained, and efficient?			
Are your workshop tools and equipment in good condition and regularly maintained?			
Do you have systems in place to manage workflow and prevent bottlenecks in repairs?			
Are your shop facilities clean, organized, and safe for both employees and customers?			

MARKETING & BRANDING	YES	LATER	URGENT
Have you created a strong brand identity (logo, reputation, etc.) for your repair shop?			
Are you using digital marketing strategies effectively, including social media, SEO, and paid ads?			
Are you running promotions or special offers to attract new customers or increase business during slow periods?			
Have you explored partnerships with local car dealerships or fleet owners for bulk work?			
Are you active in your community (e.g., sponsoring local events or contributing to charity)?			

ENVIRONMENTAL SUSTAINABILITY	YES	LATER	URGENT
Are you following best practices for waste management (e.g., recycling old parts, disposing of hazardous materials)?			
Do you minimize your environmental impact (e.g., using eco-friendly paints, solvents, or cleaning products)?			
Are you exploring green energy options like solar panels for your workshop?			
Do you comply with environmental regulations regarding waste disposal and emissions?			

COMPLIANCE & SAFETY	YES	LATER	URGENT
Are you up-to-date with all local regulations for the repair industry (e.g., licensing, safety)?			
Are your technicians trained in safety practices, including the handling of hazardous materials?			
Do you perform regular safety checks on your equipment and workspaces?			
Are your repair processes fully compliant with insurance company guidelines?			
Do you have a procedure for handling customer complaints and disputes?			

Growth Opportunity Identification Checklist

REVENUE GROWTH	YES	LATER	URGENT
Could you expand into new markets or locations to capture more customers?			
Can you introduce new services (e.g., minor dent repairs, mobile repairs, custom paint jobs)?			
Are you taking advantage of upselling opportunities, such as additional car detailing or parts replacements?			
Can you offer seasonal discounts, bundling services, or loyalty programs to attract more customers?			
Is there potential to expand into fleet management services for local businesses?			

COST OPTIMIZATION	YES	LATER	URGENT
Can you negotiate better deals with suppliers for parts and materials?			
Are there opportunities to reduce labour costs by improving efficiency or automating tasks?			
Could better inventory management systems help prevent stockouts or overstocking?			
Have you reviewed your equipment maintenance schedule to prevent costly breakdowns?			
Are you utilizing technology to streamline administrative tasks (e.g., invoicing, customer communication)?			

CUSTOMER EXPERIENCE	YES	LATER	URGENT
Can you improve your booking system (e.g., online booking, mobile app)?			
Are you providing timely and transparent communication with customers (e.g., repair updates, costs)?			
Could you offer additional customer services, such as loan cars or pick-up/drop-off services?			
Can you improve the waiting area for customers (e.g., comfortable seating, Wi-Fi, refreshments, TV viewing)?			
Do you have a simple and clear warranty policy to instil customer confidence?			

MARKETING AND VISIBILITY	YES	LATER	URGENT
Have you optimized your online presence for local search (e.g., Google My Business, Yelp)?			
Are you leveraging social media platforms (e.g., showcasing before-and-after photos of repairs)?			
Could you run targeted local advertising campaigns (e.g., Facebook ads, Google Ads)?			
Have you considered partnerships with local insurance companies or car dealerships to generate leads?			
Are you collecting and promoting customer reviews and testimonials?			

INNOVATION	YES	LATER	URGENT
Are you staying updated with the latest repair technologies and industry trends?			
Could you implement more advanced tools or systems to improve repair accuracy and speed?			
Are you exploring eco-friendly or sustainable alternatives for materials and processes?			
Can you introduce advanced diagnostics or automated systems to attract tech-savvy customers?			
Are you adopting digital tools for improved workflow management (e.g., repair tracking, digital invoicing)?			

THESE CHECKLISTS CAN HELP YOU REFLECT ON YOUR CURRENT BUSINESS PERFORMANCE AND IDENTIFY AREAS WHERE OPPORTUNITIES FOR GROWTH AND IMPROVEMENT EXIST. CONTACT US AT THINK ACCOUNTANTS IF YOU NEED MORE ASSISTANCE WITH YOUR BUSINESS OPERATIONS, FINANCIAL MANAGEMENT OR SPECIFIC ACTION PLANS!