



# autosaver®

Service By The Book. Follow Your Owner's Manual

## Providing Car Owners Peace of Mind

Entrepreneur Bobby Ong also strives to make franchising safe and sound

Bobby Ong joined a local auto workshop as marketing manager when he was twenty three. Six years later, late in 1999, he decided to be an entrepreneur/franchisee of an oil company. Unfortunately this oil giant's franchise did not succeed in Singapore, and so after dabbling in petrol retail for three years, Bobby moved on...

Being a very observant person, he saw that there was a market for the servicing of Japanese passenger vehicles that are lesser than three years old. He wanted to be in the driver's seat, and unwaveringly he journeyed hence forth.., and the rest is history..

### Bobby on Auto Saver glorious history:

"Auto Saver started out as a general car service & repair workshop in 2002. Due to intense competition and the pace of change in the automotive industry, my partners at Soon Aik Pte Ltd and I felt that significant changes were essential not just to survive, but to strive in the future.

We wanted to bring about a better perception concerning the workshop of the future. Our strategy: use genuine spare parts from original manufacturer, and methodically go by the book. In fact, "Servicing by the Book" became Auto Saver's tag line. The idea is: we will follow the automobile owner's manual. This will ensure that customers will have total peace of mind while their new cars under warranty are serviced by us. This business model was very well received and Auto Saver went on to become a familiar name in servicing Nissan, then Toyota and Honda cars in Singapore."



### Our Vision

To be the preferred car service & repair workshop

### Our Mission

To provide quality maintenance programs at a competitive price and deliver "Peace of Mind" to our customer by

Service according to car manufacturer's recommendation

Adhere to standard operating procedures

Very transparent and reasonable pricing

Employ competent technicians

Rely on 100% genuine and quality parts

Serve you in warm and friendly environment



**Question: How do you keep Auto Saver competitive?**

**Bobby:** We have to be on our toes all the time, to know what customers want, and how to be better than our competitors. For example, to add value in delivering good service to our customers, Auto Saver represents 3M as one of its certified applicator and uses its quality car-care products. We endorse quality automotive products selectively and we import and stock our own range of products and sell them at prices that will delight our customers.

**Question: Please share with our readers on your franchising journey.**

**Bobby:** Through franchising Auto Saver is going to places no other auto garages have even thought about. We are the first and only automotive workshop to have an international franchise program in the region. Currently, we have master franchisees in Bangladesh, Malaysia, Samoa, Thailand and Tonga. And there are a few more in the pipeline.

In Singapore we expect to have five franchisees by the end of 2011.

Auto Saver's franchise offering is first of its kind. Our franchisees get to offer a range of services to their end consumers including: spare parts, car care, auto service and auto tyres.

I want to expand on how we keep Auto Saver competitive. Other than having a good business model, our commitment to quality products and services, readiness to respond to market changes and discerning customers' needs will keep us going and growing regionally and globally.

As for franchisees, we are constantly seeking long-term business partners who are passionate about cars and are committed to grow with us.

**Question: How do you ensure good relationships with your franchisees?**

**Bobby:** Franchisees must be making money. If not, how can they be happy? As franchisor, to stay competitive, we must constantly strive to be active and creative.

**Question: Judging by the trophies behind your desk -- Promising Franchisor 2007 (Finalist), Successful Entrepreneur 2010, Singapore Prestige Brand 2010, etc., are you very revved up?**

**Bobby:** I think it is important to be driven. For example, I think we should not just restrict ourselves to Japanese automobiles. Korean makes are getting very popular and we should cater to these car owners, too.

More importantly, I think spotting future trends ahead of others will give us the leg up.

And as one of the pioneering franchisors in this industry, I feel a responsibility toward the industry. I hope to inspire more young people to be interested in this industry and to excel in it...

Our ultimate aim is to be the first in the region with complete automotive franchise programme in auto-service, auto-spare parts, auto-car care, auto-tyres, etc.

**Question: Moving forward, how do you prepare Auto Saver to meet a dramatically changing automotive landscape? Simply put, how ready will you be in meeting the new challenges in the next few years?**

**Bobby:** I will not pretend to be a predictor of change. In my mind, fuel efficiency (low emission) will still be among consumer purchase criteria. And next, is fuel efficiency because the modern consumer is very concerned about the environment. In view of these factors, my team and I



are always keeping ourselves alert, with our eyes peeled, as to what is happening in this industry. We want to glean the insight from global automakers, suppliers and dealers on expected challenges and opportunities in consumer trends, technology innovation; new business models; opportunities for growth and profitability; and emerging markets over the coming five to 10 years. We can do this via visits to exhibitions, factories, seminars, and other related events....

While affordable electric vehicles are yet to hit the world markets, we want to be ready even for this eventuality. I

should add that being able to service hybrid cars is already essential.

Being forward-thinking will give us the competitive edge. And this is what prospective franchisees desire of their franchisor, too.

For more information please email to [franchise@autosaver.com.sg](mailto:franchise@autosaver.com.sg).

Mailing address: 36 Defu Lane 9 Singapore 539276

Tel: 6383 3871 Fax: 6288 7882



# autosaver®

Service By The Book. Follow Your Owner's Manual

## 让车主安心无忧

企业家翁思伟 也致力于使特许经营安全稳健

翁思伟在23岁时，曾在一家当地的维修站担任市场营销经理。六年后，在1999年下半年，他决定成为的企业主/石油企业加盟商。不幸的是，这家石油巨头的特许经营在新加坡并没有取得成功。因此，在涉足石油零售业三年之后，翁思伟继续前进。

作为一个细心观察的人，他发现，车龄在三年以下的日本乘用车的维修服务存在市场。他希望处在驾驶员的位置，并且毫不动摇地开始了他前进的旅程.....其余的一切则成为历史。

翁思伟讲述 Auto Saver 的辉煌历史：

“2002年，作为一家通用的汽车维修站，Auto Saver 开始起步。由于汽车行业的激烈竞争和变化的步伐，我在 Soon Aik Pte Ltd 的合伙人和我都感受到，重大的变化不仅对生存来说十分重要，而且对未来的奋斗也很重要。

我们希望能对维修站的未来有个更好的认识。我们的策略：使用来自原厂的正宗备件，并且有条不紊地遵照手册。实际上，“按照手册维修”已经成为 Auto Saver 的口号。理念是：我们会遵照汽车业主的手册。这会确保客户能够在我们对他们保修期内的新车维修时可以安心无忧。这种商业模式十分受欢迎，在新加坡维修日产汽车、之后是丰田汽车和本田汽车时，Auto Saver 继续成为一个家喻户晓的名字。”

我们的愿景  
成为首选的汽车服务维修站

我们的使命  
以具有竞争力的价格提供优质维修计划，并通过以下方式向我们的客户  
传递“安心无忧”的感受

根据汽车制造商的建议提供服务  
遵守标准操作程序  
定价透明合理  
雇用合格技工  
100%正宗优质部件  
在温馨友好的环境中为您服务



问题：您是如何保持 Auto Saver 的竞争力的？

翁思伟：我们必须时刻保持警惕，了解客户需要什么以及如何比我们的竞争对手做得更好。例如，在向客户提供良好服务的过程中增加价值。Auto Saver 代表 3M 成为它的经认证的喷漆厂之一，并且使用优质的汽车保养产品。我们还会选择性地使用一些优质的汽车产品，进口并储存我们自有系列的各种产品，并且以客户满意的价格进行销售。

问题：请与我们的读者分享一下您对特许经营的看法。

翁思伟：通过特许经营，Auto Saver 可以到达其它汽车维修厂无法想象的地方。我们是第一个，也是唯一一个已经在本地区拥有国际特许经营计划的汽车维修站。目前，在孟加拉国、马来西亚、萨摩亚、泰国和汤加群岛，我们都有主要加盟商。还有几个正在计划中。

在新加坡，我们预期到2011年底会有5个加盟商。

Auto Saver 的特许经营提供是同类中的第一个。我们的加盟商能够为他们的终端客户提供一系列服务，包括：备件、汽车保养、及汽车轮胎。

我想详细叙述一下我们保持 Auto Saver 的竞争力的情况。除了拥有一个良好的商业模式，我们还对优质产品和服务作出承诺，对市场变化及时作出响应，并且区分客户的需求，这一切都会使我们在本地区乃至全球继续前进和发展。

至于加盟商，我们会不断地寻求长期的业务伙伴，他们要对汽车有热情，并且致力于与我们一起发展。

问题：您怎样确保与你的加盟商建立良好的关系？

翁思伟：加盟商必须要赚钱。如果不能赚钱，他们怎么能高兴？身为授权商，为了保持竞争优势，我们必须表现得活跃和富有创造性。

问题：通过你办公桌后面的奖杯——2007年最具潜力特许经营授权奖（入围）、2010年成功企业家、新加坡金字品牌奖等奖项来判断，您是否觉得更有动力？

翁思伟：我认为重要的是受到了鼓舞。例如，我认为我们不当把我们自己局限于日本汽车。韩国品牌也十分流行，我们也应当同时迎合这些车主的需要。

更重要的是，我认为先于其他人发现未来的趋势将会使我们捷足先登。

而且，作为此行业中的先驱授权商之一，我感到对这个行业负有一种责任。我希望能鼓舞更多年轻人对这个行业产生兴趣并崭露头角。

问题：展望未来，您是怎样让 Auto Saver 准备好来面对剧烈变化的汽车市场的呢？简言之，你们将如何迎接未来几年里新的挑战呢？

翁思伟：我并不会假装自己是未来变革的预言者。在我看来，燃油效率（低排量）将是消费者购买的标准。其次是燃油，因为现在的消费者十分关注环境。鉴于这些因素，我和我的团队将会始终保持警惕，小心谨慎地留意这个行业中的情况。关于在消费者趋势、技术革新、新业务模式、成长和盈利机会，以及未来5到10年新兴市场方面的预期挑战和机会问题，我们想收集来自全球的汽车制造商、供应商和经销商的见解。我们可以通过参观展览会、工厂、研讨会和其它相关活动来做到这一点。

尽管经济的电动车辆尚未冲击全球市场，但是我们要为这种不测做好准备。我应当作出补充，能够为各种车辆提供服务已经是基本的要求。

具有前瞻性的眼光，将赋予我们竞争优势，并且这也是潜在的加盟商对它们的授权商所期待的方面。

我们最终目标是在区域拥有最完整（所有汽车配件）的特许经营配套。

如需了解更多信息，请发电子邮件至 [franchise@autosaver.com.sg](mailto:franchise@autosaver.com.sg)。

邮寄地址：36 Defu Lane 9 Singapore 539276  
电话：6383 3871 传真：6288 7882