

Market Segmentation Questionnaire

1. Demographic Segmentation (Who are they?)

1. **What type of auto repair shop do you own?**
 - ☐ Independent small repair shop
 - ☐ Franchise repair shop
 - ☐ Fleet maintenance service
 - ☐ Other (please specify) _____
2. **Where is your repair shop located?**
 - ☐ Urban
 - ☐ Suburban
 - ☐ Rural
3. **How many employees work in your repair shop?**
 - ☐ 1-5
 - ☐ 6-15
 - ☐ 16-30
 - ☐ 31+
4. **What is your shop's average monthly revenue?**
 - ☐ Less than ₹50,000
 - ☐ ₹50,000 - ₹1,50,000
 - ☐ ₹1,50,000 - ₹3,00,000
 - ☐ More than ₹3,00,000
5. **When was your repair shop established?**
 - ☐ Before 2000
 - ☐ 2000 - 2010
 - ☐ 2011 - 2020
 - ☐ 2021 - Present
6. **What is the ownership structure of your business?**
 - ☐ Sole Proprietorship
 - ☐ Partnership
 - ☐ Franchise
 - ☐ Corporation
7. **Does your repair shop have multiple locations?**
 - ☐ Yes, multiple locations
 - ☐ No, single location
8. **How many customers do you serve per month on average?**
 - ☐ Less than 50
 - ☐ 50 - 200
 - ☐ 201 - 500
 - ☐ More than 500

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2. Behavioural Segmentation (What do they do?)

9. **How many vehicles do you service per month?**

- ☐ 1-20
- ☐ 21-50
- ☐ 51-100
- ☐ 101+

10. **What type of repairs does your shop focus on?**

- ☐ General auto repair
- ☐ Engine and transmission repair
- ☐ Brake and tire services
- ☐ Electrical and diagnostics
- ☐ Luxury and high-end vehicle repairs

11. **What type of services do you provide most frequently?**

- ☐ Engine repairs
- ☐ Tire and brake services
- ☐ Oil changes
- ☐ Electrical diagnostics
- ☐ Other (please specify) _____

12. **What are your busiest days of the week?**

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

13. **How often do you handle emergency repairs (e.g., unexpected vehicle breakdowns)?**

- ☐ Daily
- ☐ A few times a week
- ☐ Occasionally
- ☐ Rarely

14. **How often do customers return to your shop for repeated services?**

- ☐ Frequently (Most customers are repeat customers)
- ☐ Occasionally (Some customers return, others don't)
- ☐ Rarely (Most customers come only once)

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15. How do you currently schedule vehicle maintenance?

- ☐ Manual (paper records or memory)
- ☐ Spreadsheet (Excel, Google Sheets)
- ☐ Digital booking system
- ☐ Not using any scheduling system

16. What are your biggest challenges in inventory management?

- ☐ Overstocking unnecessary parts
- ☐ Frequent stockouts of essential parts
- ☐ Managing supplier lead times
- ☐ High cost of maintaining stock

17. What is the most common complaint from your customers?

- ☐ Long wait times for repairs
- ☐ High costs of repairs
- ☐ Lack of availability of parts
- ☐ Poor communication about repair status

18. How do you set prices for repair services?

- ☐ Competitive pricing (match market rates)
- ☐ Premium pricing (charge higher for specialized services)
- ☐ Cost-plus pricing (add a margin to costs)

3. Psychographic Segmentation (Why do they buy?)

19. How comfortable are you with adopting new digital tools in your repair shop?

- ☐ Very comfortable – I already use multiple digital tools.
- ☐ Somewhat comfortable – I am open to using new tools if they are easy to understand.
- ☐ Not comfortable – I prefer traditional methods.

20. What would be the most valuable feature of an AI-powered predictive maintenance system?

- ☐ Automated repair scheduling
- ☐ Predictive inventory alerts
- ☐ Customer management tools
- ☐ Cost-saving insights

21. What are the biggest challenges you face in running your repair shop?

- ☐ Managing repair schedules effectively
- ☐ Handling high customer demand
- ☐ Tracking inventory and parts availability
- ☐ Keeping up with vehicle technology changes

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- ☐ Hiring and retaining skilled mechanics
- ☐ Reducing operating costs
- 22. **What is the biggest factor in deciding whether to invest in a maintenance scheduling platform?**
 - ☐ Cost-effectiveness
 - ☐ Ease of use
 - ☐ Return on investment (ROI)
 - ☐ Compatibility with existing systems
- 23. **How do you primarily communicate with customers about repairs and appointments?**
 - ☐ Phone calls
 - ☐ SMS/Text messages
 - ☐ WhatsApp or other messaging apps
 - ☐ Email
 - ☐ In-person only

4. Technographic Segmentation (What technology do they use?)

- 24. **Do you currently use any business management software?**
 - ☐ Yes, I use automotive repair shop software.
 - ☐ Yes, I use general business management software (QuickBooks, Zoho, etc.).
 - ☐ No, I manage my shop manually.
- 25. **What devices do you primarily use for managing your repair business?**
 - ☐ Desktop/laptop
 - ☐ Tablet
 - ☐ Smartphone
- 26. **Would you prefer a cloud-based (online) system or an offline software solution?**
 - ☐ Cloud-based (accessible from anywhere)
 - ☐ Offline (installed locally on computers)
 - ☐ Hybrid (mix of both)
- 27. **Would you be interested in automating tasks such as customer reminders and appointment scheduling?**
 - ☐ Yes, definitely
 - ☐ Maybe, if the cost is low
 - ☐ No, I prefer manual management

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5. Purchasing Decision Factors (What influences their buying?)

28. How much would you be willing to invest in a predictive maintenance and inventory management system per month?

- ☐ Less than ₹500
- ☐ ₹500 - ₹1,500
- ☐ ₹1,500 - ₹3,000
- ☐ More than ₹3,000

29. Who makes the final decision on adopting new tools for your business?

- ☐ Owner/Manager
- ☐ Senior mechanic
- ☐ Administrative staff
- ☐ Collective decision by team