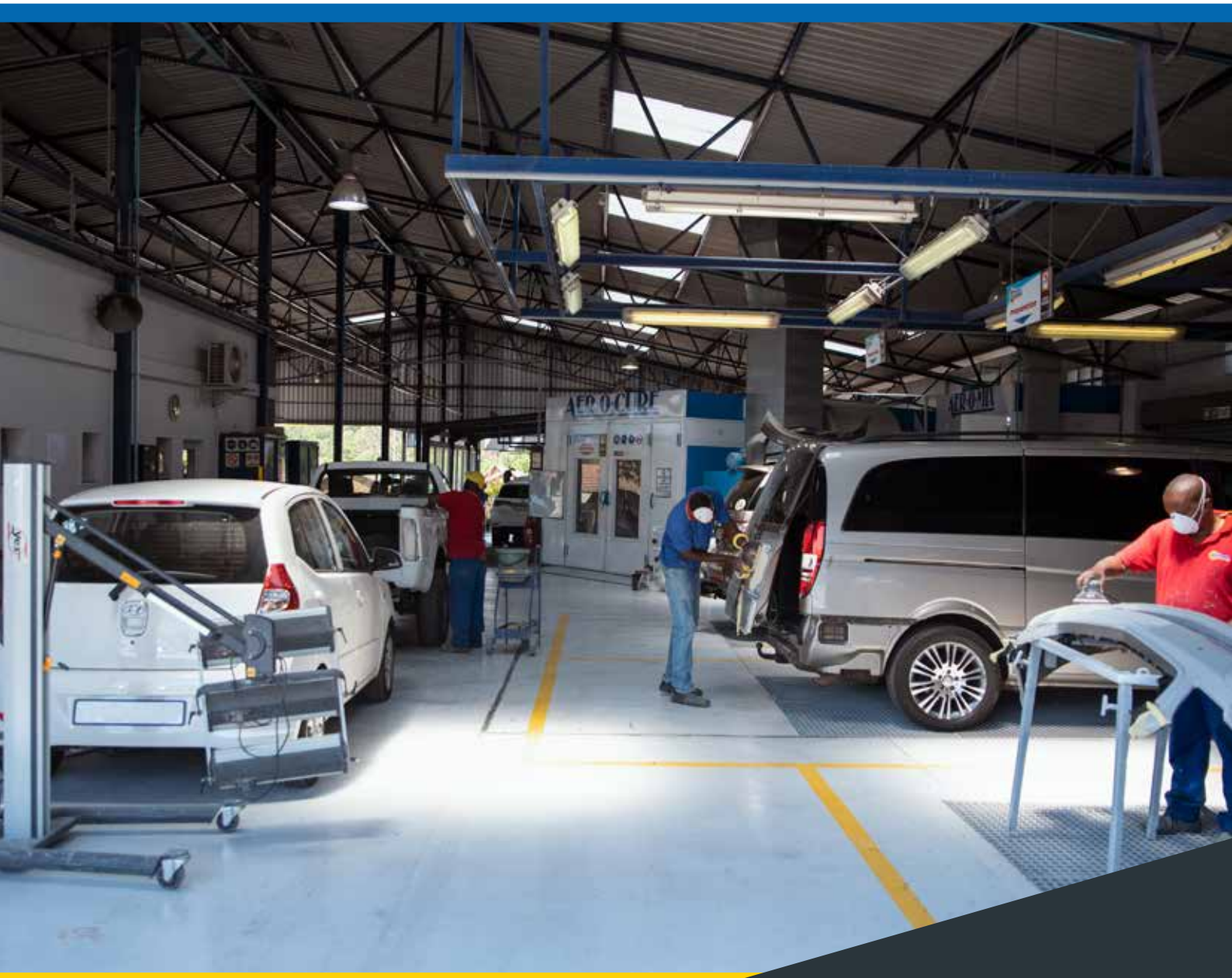
# CARTY CARVENIENCE
# COMPANY PROFILE



## PERSISTENCE IN SERVICE EXCELLENCE

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# WELCOME TO **CARTY**

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# About **Carty**

CARTY CARVENIENCE is proudly SOUTH AFRICAN and started in 2000 as a micro-enterprise. Through hard work, investment in skills and development of people, state-of-the-art equipment, and delivering quality workmanship and personalised service, we have grown to an SMME with an annual turnover of ±R8 million on non-structural auto body repairs. CARTY offers a one-stop car care service with a second business unit that includes Express Detailing (Wash / Vacuum) and Valet Detailing, all under one roof.

CARTY has established a solid footprint in the automotive aftersales industry for more than 18 years, servicing Pretoria East as well as surrounding areas such as Centurion, Silverton, Pretoria North, Mamelodi, Hammanskraal, Midrand and Johannesburg. We have built a market image and reputation of exceptional quality and professionalism with a strong return-customer base and Carty Carvenience is a strategic role player in the aftersales market of the automotive industry in Pretoria and beyond. Our focus is to address the consumer trends & challenges of our industry.

# Some **Industry** Facts

- *The Image of the industry has been severely damaged by poor quality workmanship, unscrupulous service providers and excessive turnaround times*
- *There is a growing informal (unregulated) automotive body repair sector at the cost of the formal (regulated) sector*
- *Only ±35% of all vehicles are insured*
- *The industry is slow to grow employment opportunities and to close the critical skills shortages gap notwithstanding the market growth*
- *Contraction in the new car sales market contribute to expansion in the used car sales market, resulting in more work in the automotive body repair sector*

# **Consumer** Trends

- The demand for minor structural and cosmetic repairs (non-structural motor body repairs/MBR) are increasing
- Specialised insurance for minor and cosmetic repairs is a growing market segment
- The debate around consumer's right to choose their preferred service provider is also ongoing
- Quick turn-around times as well as efficient and personalised service became deal breakers
- Price escalations and economic pressure motivates consumers to preserve the value of their current or newly bought second hand vehicles

## Our **Vision**

- To establish CARTY as a leader in the automotive body repair industry in Pretoria and beyond
- To address the industry and sectoral challenges of the future effectively and efficiently
- To ensure that CARTY becomes the preferred Service Provider in existing and new market spaces, through service excellence and quality workmanship, underpinned by cutting edge industry knowledge and technologies

## Our **Mission**

- To develop the company into a sustainable and profitable entity
- To grow our market share and penetrate new markets
- To invest in our workforce (human capital) through training
- To maintain and build long-term relationships with customers through personalised and quality service

## Our **Goal** is to

*Elevate car care to a high level of professionalism, by empowering our people through continuous training, apprenticeships and education and by leveraging cutting edge automotive technologies*

# CARTY **SERVICES**

## *Top End Quality Automotive Non-structural Body Repairs*

- Registered as a Non-structural MBR (Repair, Replace and Painting of bolt on/off panels)
- Small Dent Repairs
- Perfect Colour Matching & Professional Spray Painting
- Paint Touch-Up & Bumper Scuffs
- Colour Coding
- Hail-Dent Repairs & PDR (paintless dent repair)
- Windscreen Chip Repair

## *Superior Quality Auto Valet & Detailing*

- Express Car Wash & Detailing
- Elite Valet Detailing
- Engine & Chassis Cleaning
- Odour Removal using Ozone
- Polish & Glazing

## *We Offer A Peace-Of-Mind Experience by*

- Being a member of SAMBRA and RMI
- Offering secure and safe vehicle storage and parking
- Being covered by sufficient Insurance
- Having a B-BBEE status level 4 (exempted)
- Maintaining letters of good standing with SARS, MIBCO and RMA
- Spray painting in a commercial Spray Booth/ Oven
- Offering written guarantee of 3-years on workmanship and lifetime on paint
- Using an independent company to monitor customer satisfaction
- Achieved a 98% score on the grading by Bureau Veritas in being compliant with National Grading Criteria as a Non-structural MBR – the remaining 2% being outsourced to a reliable company
- Employing trained technicians, a qualified panel beater and a qualified spray painter
- Using experienced estimators registered with VDQ
- Using check-in and quality control sheets to assure peace-of-mind and quality
- Using a computerized Workshop Management program and accounting system
- Empowering our workforce through continuous training

## Carty Carvenience's Achievements

**25 000**

*Number of verhicles we have repaired and improved since 2000*

**±170**

*Number of AUTO BODY REPAIR jobs on average per month*

**50 000**

*Number of vehicles we have professionally detailed (VALETS)*

**±750**

*Number of vehicles we clean (WASH & VACUUM) on average per month*

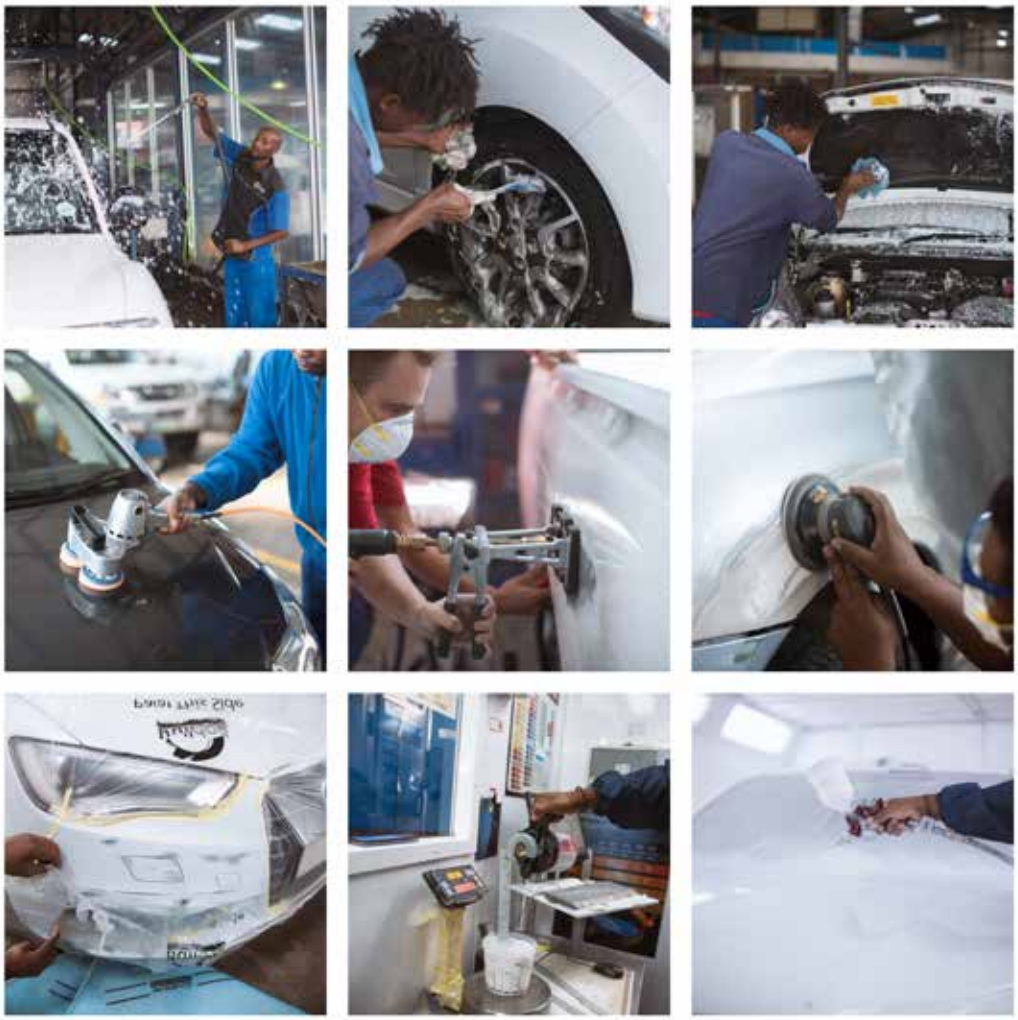
# Our Main Corporate **Clientele**

- AIG
- Alexander Forbes Insurance
- Auto Magic Insurance
- Barloworld Toyota Menlyn
- Bidvest Insurance
- Bidvest McCarthy Audi Centre Menlyn
- Bidvest McCarthy Toyota Lynnwood
- Bidvest McCarthy Volkswagen Menlyn
- Bryte Insurance
- CMH Group Menlyn
- Gaurdrisk Insurance
- Hollard Insurance
- Indequity Specialized Insurance
- Infinity Insurance
- Mutual & Federal / MfRf
- Regent and CMC Insurance
- Renasa Insurance
- Santam Insurance
- SA Vehicle Maintenance
- Smart Insurance
- Western National Insurance

# Our Professional Integrity

## CARTY's Human Capital

**Directors:** *Annelie en Pieter Kruger*
**Operational Manager:** *Jan Labuschagne*
**Managers:** *Morné Scheepers; Amos Kabini, Lesley Mbhombhi*
**Qualified Artisans:** *Morné Scheepers, Zander van Huyssteen*
**Bookkeeper:** *Nicola Loots*
**Receptionist:** *Lerato Tlhogane*
**MBR team:**
*Stephen Lekwadu, Freddie Mabatla, Justice Mokhari, Brighton Mutero, Stephens Ntseme, Abram Retisi, Donald Selala, Wesley Zowitsky*
**Elite team:**
*Andries Aphane, Phillip Bokaba, Lorato Gaoorwe, Aubrey Mahlangu, Simon Malebye, Elizabeth Manabile, Dorothy Mokwena, Johannah Monama, Lucas Monama, Sello Monama, Simon Monama, Vincent Nkosi, Sipho Sebothoma, Evelyn Selepe, Ntabeleng Sello, David Sindane, Elizabeth Thukwana*



# CARTY CARVENIENCE – Workmanship you can **TRUST**

**Proud member of SAMBRA (South Africa Motor Body Repair Association) and RMI (Retail Motor Industry Organisation)**

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