



TOP SHOP

## HJ BOSCH AND SONS AUTOBODY REPAIR NETWORK

**W**hen nothing goes right, go left. This is the creative thinking that HJ Bosch and Sons team stand by as they roll-out their franchise vision into a reality. Thinking big and starting small, has worked well for them as this Rosslyn branch is the third in their line-up of HJ Bosch and Sons. There is also a fourth in progress at Wonderpark shopping mall in Akasia, Tshwane.

The recently opened Rosslyn branch is 2 282 square metres under roof and employs 12 people. The standardised corporate identity of the HJ Bosch and Sons is aimed to give the client an expectation level of great service even before setting foot inside the body shop.

As they are in a growth phase in their business they made the decision early on to invest in key suppliers and equipment they know they can count on.



PPG refinish coatings is their choice of paint system to ensure consistent quality and reliability. The aftersales relationship that each centre has with Balco and their team is what really counts as they can depend on someone helping them with calculating costs through to colour assessment.

Being budget conscious in the times we find ourselves is very important. Not wanting to scrimp on quality, the sourcing of gently loved previously owned spray booths and other big-ticket equipment items were locally sourced and serve the business very well in being able to keep up with demand and their own high standards. Work is derived from word of mouth, Google ads and insurance. They offer their own towing and outsource as well. The secret to HJ Bosch and Son's success has been adapting their business model to embrace change and identify

the needs of the market.

The Centurion and Hercules branches of HJ Bosch and Sons are accredited Merseta training providers for auto body repair and spray painting. Rosslyn's application is under way and they hope to be an accredited training provider soon. Embracing training is so important to the longevity of the collision repair business as a whole and this should become second nature in your business structure and plans.

The franchise is part of the Collision Repair Association (CRA). They are very happy with "the voice" that this organisation gives the industry. With a culture of continuous learning and transformation and wanting to make an honest difference in the collision repair industry, exciting times lay ahead as we see the roll-out of HJ Bosch and Sons as a nationwide franchise.

