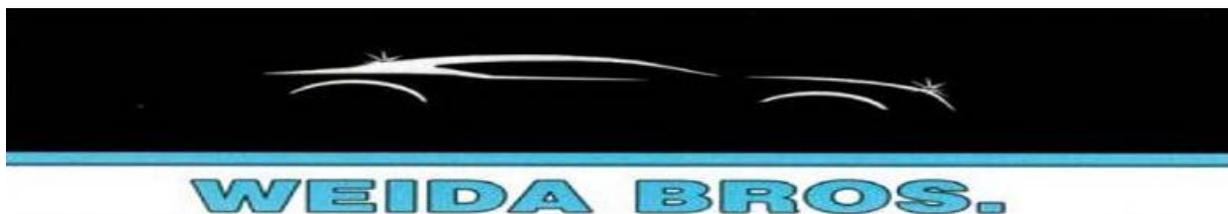


A comprehensive operative review of Weida Bros Auto Body Repair Shop, Elizabethville, PA, with official research results and final recommendations.



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OPENING LETTER

To The Reader,

Over the past three months, our Team, Auto Collision Repair Industry Consultants, has examined the operative and communicative strategies of Weida Bros Auto Collision Shop. Our team of consultants have examined everything from internal communication to social media presence to potential new employees. This report will provide our findings over the past three months with hopes that our professional research and recommendations will be implemented into the future of Weida Bros' shop as it enters into a new era of ownership with Nathan Deitrich taking over business. Our hopes are that these recommendations successfully help solve all of the problems that we have found through our research and we hope Weida Bros continues using these proposed solutions for generations to come.

We have sincerely enjoyed working with Weida Bros and we have learned so much not only about the Auto Collision Repair industry, but also the business communication strategies that small business use with changing demands. We want to take the time to thank Weida Bros for allowing us to use their business as the focus of our report and the employees for allowing us to use their opinions while analyzing the company. Our team hopes to keep in contact with Weida Bros beyond the submission of this report to see the effectiveness of this research and recommendations. The improvement of Weida Bros is our goal and we can't wait to see these changes happen.

Sincerely,

Auto Collision Repair Industry Consultants

EMPLOYEE SURVEY

Every business has employees with a wide range of background in the industry and their own personal opinions on how their company is run. With our personal connection to Weida Bros, we created an employee survey that analyzed the views of each employee, allowing them to rate the operative efficiency and give personal opinions of how the business could be improved. The results to this survey are included in this section, along with our Team’s analysis of this data.

BY THE NUMBERS

	<p>...OF WEIDA BROS’ EMPLOYEES SURVEYED BELIEVE THERE IS AN INTERNAL COMMUNICATION PROBLEM</p>
	<p>...OF WEIDA BROS’ EMPLOYEES FELT THE COMPANY WOULD BENEFIT FROM HAVING MANAGERS WITHIN THE SHOP</p>
<p>3.43/5</p>	<p>AVERAGE RATING OF COMMUNICATION FROM SHOP TO OFFICE</p>
<p>3.26/5</p>	<p>AVERAGE RATING OF COMMUNICATION FROM OFFICE TO SHOP</p>
<p>3.85/5</p>	<p>AVERAGE RATING OF MORNING MEETING EFFECTIVENESS</p>



EMPLOYEE SURVEY ANALYSIS

We received survey results from seven of Weida Bros. current employees on 26 March 2015, ranging from newly employed to nearly retired. In addition to this, there was a follow-up conversation with a few employees of the company regarding the information touched on in the survey. We've broken down the results of both into the following categories:

- Existing external outreach
- Current issues
- Suggestions for improvement
- Job position creation

EXISTING EXTERNAL OUTREACH

Regardless of the number of years each employee has been with the company, the ways of finding out about job position openings remains consistent. Your employees either heard about their job by word of mouth or through an advertisement. Based on the company's difficulty with finding qualified, dependable employees, this might not be the best method of attraction.

CURRENT INTERNAL PROBLEMS

As a whole, 6 out of the 7 employees that responded believe there is a communication problem within the company, but when asked about the biggest issue that they face, there was a wide variety of answers. The results fall into the following categories: **management, structure, and roles and responsibilities.**

Many employees spoke out in favor of better management, specifically a production manager. There's a need for someone to keep jobs on track and to make sure everything is flowing smoothly. Additionally, there's a need for hierarchy within the company. Right now, all the technicians and painters are on the same playing field. The need for a manager within those domains exists and is something that should be addressed.

In regards to structure, one employee brought up the fact that Weida Bros. is lacking rules. In addition to that, there is no disciplinary plan. Both of these combined are leading to employees being careless about procedure. In addition to this, there is also no incentive program. If you want your employees to perform better, we feel there needs to be some self-benefit.

Based on the follow-up conversation, there seems to be confusion about the roles that employees are playing and the responsibilities and expectations that fall under that. Employees may feel that they are doing quality work, but may be falling short of what their overseer feels is satisfactory. Additionally, they may feel they are covering their responsibilities when in fact they are not.

EMPLOYEE SURVEY ANALYSIS

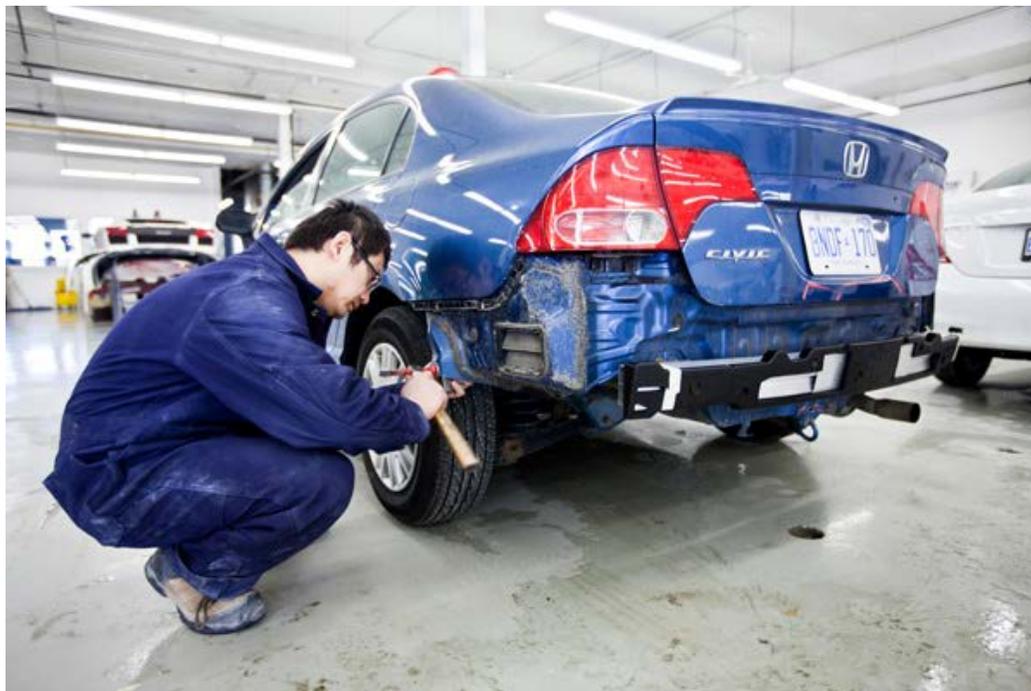
SUGGESTIONS FOR IMPROVEMENT

When we asked your employees how they feel issues of communication should be solved, we received some really great feedback. One suggestion was to have not only organized, quality daily meetings, but to have monthly meetings where everything is discussed, the good and the bad. Another employee suggested a supplemental parts board and a simpler production board to make work flow easier. A final suggestion was to have a better system for communication between the office and shop.

JOB POSITION CREATION

We also asked the staff what job position they felt needed to be created to help production within the company. The results we're very consistent with a **detailer or quality control, estimator, and parts manager**. Based on these results and the communications we've had with the owner we feel that the company would benefit from the following positions being created or responsibilities being delegated to current employees:

- Estimator
- Production Manager
- Parts Manager



INTERNAL COMMUNICATIONS

Through research and analysis of the survey results, we've concluded and recommend the following:

- New Job Positions
- Creating Standard Operating Procedures
- Incentive Program & Disciplinary Policy
- Standardizing Meetings

NEW EMPLOYEES AND RESPONSIBILITIES

We truly believe that Weida Bros. would benefit greatly from hiring a production manager. Right now, this is currently the owner, Tim Deitrich, but he's also trying to juggle many others roles and it's just too much. Finding someone whose sole position is to manage the production of the shop not only takes that weight of his shoulders, but it allows someone to focus solely on that.

Additionally, having a Parts Manager and another Estimator other than Mr. Deitrich will help improve productivity. Whether you choose to create both of these positions, combine them, or delegate these responsibilities to a current employee is completely up to the company's discretion. However, having a parts manager that could work closely with the estimator and production manager would allow for less error in this department.



STANDARD OPERATING PROCEDURES

Mr. Deitrich has built this company into what it is today. He has thoughts about how it should run, how customers should be welcomed and treated, and how cars should be repaired and painted. By keeping that in the back of his head while running the company, he's given Weida Bros. a well-respected name. **But what happens when you he is longer there?** What happens to all the methods and procedures he's put into place over the years?

INTERNAL COMMUNICATIONS

STANDARD OPERATING PROCEDURES (CONTINUED)

It's a known fact that he'd like to retire in the next five to ten years. To ensure the continual success of Weida Bros and because of the results from the survey of your employees, we as a team feel that Weida Bros. would greatly benefit from creating Standard Operating Procedures (SOP). According to Mr. Claypool of Body Shop Business Magazine,

"SOPs are detailed descriptions of specific tasks to be carried out in a particular operation. "SOPs are best practices — what you have found to be the most effective way to execute a particular procedure with the maximum result," says Troy Gates, a three body shop owner. "The whole concept behind SOPs is that you're going to standardize that best practice across your organization so that you're able to maximize the results, time and again."



Regardless of the fact that Mr. Deitrich has been running the company all these years on his own, he will hardly get results by writing the SOPs and saying, "Here, do this!" Instead, Mr. Deitrich needs to **directly include his key employees and have them participate in the development process.** They will feel like they have ownership in them and will be more likely to follow through with them.



INTERNAL COMMUNICATIONS

We truly believe that by implementing SOPs at Weida Bros. you'll begin to address some of the issues that have been brought to light by your employees such as lack of structure and employees not following procedures. But there are other benefits too, and they are the following:

1. A reference for employee training, cross training, and retraining.
2. Less chaos and confusion when employees leave.
3. **Consistency, where expectations for a job lead to tasks being performed correctly every time.**
4. Reduced risk of job failures and interruptions.
5. A basis for effective employee performance reviews.
6. Employee buy-in because employees help create your SOPs.
7. **A clear understanding of who does what, where, when, why and how.**
8. Team unity built around attainable standards and goals with procedures to achieve them.
9. **A tool for evaluating efficiency and procedural correctness.**

We've emphasized three of the above elements because based on your employee feedback; these are the areas in which the company could use some improvement. The advancement of the future's skilled work force and SOPs are going to separate Weida Bros. from its competitors in the next decade.

INCENTIVES AND DISCIPLINE

SOPs are a great place to start, but we also feel Weida Bros. could benefit from both an incentive and disciplinary program. The employees have stressed a lack of structure within the company in their answers to the survey we gave them. We feel that by creating these programs, it will help give the company that structure it needs.

Incentives

This is something that is going to have to be established with the owner and employees collaboratively. Mr. Deitrich should take the time to understand and discover what will/does motivate his workers. We suggest having a meeting where all can sit down and have a formal conversation about it.

What we've found through research is that motivation comes from feeling important and relevant within the company. If you don't know where to start, we recommend starting there.

That being said, it is still important to recognize a job well done. If procedures are being followed correctly and things are flowing smoothly, let the employees hear it. A good pat on the back can be quite the motivator.

INTERNAL COMMUNICATIONS

INCENTIVES AND DISCIPLINE (CONINUED)

Discipline

To be able to establish a disciplinary system within the company, reasonable rules should be establish and the employees should be consulted on the matter beforehand. Once they are established, the rules and consequences for breaking them should be made well known to everyone.

There will be times though when extenuating circumstances will need to be taken into account and rules will need to be flexible. Additionally, lines of communication should always remain open when it comes to rules within the company. Employees should be able to approach the owner if they feel the system is unfair or unreasonable.

With every set of rules, there needs to be a system for how to handle the situation when one breaks them. All should be conducted in private to respect the employee and allow for counsel to be given on how to improve performance. We believe the system should be as follows:

1. Initial, verbal warning reminding them of company policy on the issue
2. Second warning in form of a written reprimand outlining past performance and verbal warning(s) given
3. Probationary (and final) warning with a thorough account of employee performance and clear understanding that violating the probation will result in dismissal.

During a probationary period, the owner should sit down with the employee and discuss goals for improvement and timeline in which they must be completed. This should be in writing and sign by both parties. Not only does this protect the company if issues arise in the future, but it makes the circumstance clear between everyone involved. Performance reviews should be held frequently for someone who is on probation, possibly once a month, and then every six months following probation.



INTERNAL COMMUNICATIONS

STANDARDIZED MEETINGS

To make sure jobs are flowing in and out like they should and to allow for productivity to flourish, standardized meetings need to be established. The responsibility of running the meeting needs to be designated to a single person who will consistently hold them. We recommend **maintaining the morning meeting** your company already holds, but making it a vital part of every day. Additionally, we feel the company should hold **daily after-lunch meetings** to make the afternoon work flow smoothly. The following guidelines should be adhered to at both:

- Work does not start until the meeting is had
- Everyone should clearly understand what his or her jobs are for the entire day
- All questions should be answered
- Any issues should be brought up so they can be resolved
- Concerns should be addressed

At the conclusion of every day, there should be a final meeting to wrap everything up and address the following:

- Issues that need to be addressed the following morning
- Concerns from the current day's work
- Answering any questions employees may have

Our team also believes that **monthly meetings should be established** to open the lines of communication within the company. These meetings should be held to allow employees to discuss any issues they feel they are dealing with that need to be addressed. One of your current employees suggested discussing comebacks, CSI scores, parts issues, and what can be done to improve operations. Additionally, praise should be given at these monthly meetings for jobs well-done and exceptional personal performance. Establish a system for what is to be discussed and when throughout the year. Maybe you only talk about CSI scores quarterly but you discuss comebacks and parts issues every month. Consistency is key.

In addition to company meetings, there should also be time for meeting individually with the employees so as to evaluate their performance, give them encouragement, and offer ways in which they can improve. Establish a system for how often this should occur. Additionally, once you establish SOPs, you'll have a basis on which to evaluate them.

RECOMMENDATION SUMMARY

NEW POSITIONS

After analyzing the results of the aforementioned Employee Survey, our Team came to the conclusion that there was a huge gap in communication between the office staff and the mechanics within the shop. In order to bridge this gap, we sought to create a new position within the company that would improve efficiency not only in communication, but also in the effectiveness of completing tasks in proper procedures emplaced by management.



POTENTIAL TECHNICAL SCHOOLS

With the addition of this new position to the company, Weida Bros must find potential employers who suit the criteria and skillset for the required work of this employee. Our Team researched the large amount of Technical School and Auto Collision Repair programs across the state and filtered our results down to three schools based off of location, professional reviews, and historic reputation of each program. This section will show each of the three schools and provide a description of the programs within the school that our team knows will produce the best fit for this new position.



SOCIAL MEDIA PRESENCE

The need for positive Public Relations with the community is an ever-growing concern among all business—small and large—in the American workforce. Weida Bros' social media presence is very inconsistent and incomplete compared to that of other small business Auto Repair Shops in the Eastern Pennsylvania region. This section will address the main problems of Weida Bros' Facebook, LinkedIn, and personal website, and propose adequate solutions to these problems in order to strengthen community relationship and advertise their promotions.



JOB DESCRIPTIONS

Each of the following official job descriptions were created by our Team to attract potential employees who would help remove the **internal communication** issues in which Weida Bros has expressed. Given there are only two employees currently working in the office and the presence of only two shop foreman who have the responsibility to report the progress of work back to the office, there is a **substantial** lack of communication between the Body Shop and the Office. Our Team plans to post these job descriptions to local employment websites (i.e., Simplyhired.com, Monster.com), newspapers, the Weida Brothers Facebook/LinkedIn page, and the Weida Bros website. The upcoming section includes potential schooling sources which would train students to work in companies such as Weida Brothers. This gives us a perfect opportunity to reach out to students with new official job descriptions with the ultimate goal of having potential employees reach out to Weida Bros as opposed to the contrary.

Position Name: Production Manager

Education:

- High school graduate or equivalent

Experience:

- Minimum five year industry experience
- Two years supervisory experience

Training:

- I-CAR
- ASE Certification (preferred)

Skills Required:

- Computer literate
- Organization skills
- Excellent interpersonal and written communication skills
- Demonstrate success in working with a team environment
- Ability to motivate

Responsibilities:

- Monitor and maintain shop
- Organize and run effective morning updates
- Maintain appropriate job mix to assure smooth workflow in all departments & review individual work
- Notify estimators of add-ons
- Monitor and maintain material and hardware inventory and usage
- Ensure on-time delivery
- Establish performance goals for all production employees
- Recommend equipment and tool purchases
- Maintain accurate labor control cards to track time spent on each R.O.
- Approve production overtime
- Supervise parts manager
- Maintain shop log for documenting tool activity



JOB DESCRIPTIONS

Position Name: Estimator

Education:

- Associate business degree (preferred)
- High school graduate or equivalent (required)

Experience:

- One year sales experience
- Two years estimating experience
- Industry experience

Training

- I-CAR
- ASE Certification (preferred)

Skills Required:

- Computer Proficiency
- Excellent interpersonal and written communication skills
- Organization skills
- Detail oriented
- Negotiating skills

Responsibilities:

- Prepare estimates
- Maintain set closing ratio
- Schedule work
- Maintain strong relationship with customer base (insurance, fleets, car owners)
- Test drive repaired vehicle to ensure quality repair
- Review billing for completeness to ensure smooth delivery for customer
- Make sure supplements are completed and approved before delivery of care
- Print and review repair order detail prior to final bill
- Attend daily release meetings
- Maintain customer contact throughout repair



Position Name: Parts Manager

Experience:

- One year automotive experience
- Inventory experience preferred

Skills Required:

- Detail/organization skills
- Computer proficient

Responsibilities:

- Receive parts and verify with tech through process
- Issue parts to technician
- Post parts to R.O. in ABS
- Code invoices for accounting
- Verify receipts of parts and materials to vendor invoice
- Maintain parts bins per parts procedure
- Notify production manager when parts are available



JOB DESCRIPTIONS

ADDITIONAL REMARKS ON JOB ADDITIONS:

If Weida Brothers followed through with the addition of a new Product Manager position, it would allow for steady communication across the entire spectrum of the company. The qualities for a new Product Manager which the owner has expressed (written out in the job description) are “**excellent interpersonal and written communication skills.**” Having a manager who is organized and able to communicate well with the rest of the shop will **stimulate** the company’s success while keeping all employees well-informed throughout every process. With the addition this position, he/she will have the responsibility of running a routine morning update where the body shop workers, as well as the office workers, will sit down and discuss the previous day’s work (i.e., what ran smoothly, any orders that went wrong, new parts being shipped, etc...) and proceed to list that day’s goals. With the addition of the morning meetings run by the manager, we believe that this will be a much more **effective** and **efficient** method of communication between employees, not just a select few.

Included in this section were two additional job descriptions: an Estimator and a Parts Manager. If Weida Bros wishes not to add all three new employees, the Estimator and Parts Manager could effectively be combined into one position. The Estimator’s main responsibility is just as it sounds; they prepare estimates. Along with that, they also are in charge of test driving the repaired vehicle to ensure quality care, review billing, and maintain strong relationship with customers. The Parts Manager receives and verifies parts, as well as verifying receipts of parts.

Our recommendation for the biggest contribution to overall **efficiency** would be to implement all three new positions into the Weida Bros staff. If management wishes to only add two positions, then our Team recommends the additional position of the Product Manager, and combine the responsibilities of the Estimator with that of the Parts Manager so that one person could be in charge of both positions.



POTENTIAL SCHOOLS

After analyzing our results of the employee survey, our team came to realize that many of the workers within the Weida Bros repair shop have been with the company for many years now and may be looking to retire within the next three to five years. Although these employers are very valuable to the success of the company and contribute great amounts of experience to the shop, the new era or Weida Bros may be approaching in upcoming years. With this demand to replace the skills of the workers who could potentially be retiring from the shop, our team sought out to research potential schools or institutes with programs that would offer skillful, young, and dedicated employees looking for work opportunities in a successful auto repair shop. After extensive research, our team has chosen four programs with which we have great confidence, who will offer the fresh employees Weida Bros seeks to hire. The following section will give overviews of **Lincoln Technical Institute, Central PA Institute of Science and Technology, and Automotive Training Center** along with the program(s) within the school that deem to produce the best potential employees to auto collision repair shops across the state.



Lincoln Tech is a well-respected Technical Institution with a wide range of programs all across the auto collision repair spectrum. They have multiple locations across the East Coast but their Pennsylvania location in Allentown is only 80 miles away from Elizabethville, making it much more accessible for Weida Bros to go out and do recruiting. Other locations include Center City Philadelphia and Northeast Philadelphia.

After extensive research of the institution, our team has decided that the “Collision Repair and Refinishing Training” program would be the most beneficial addition to Weida Bros. This program has received fairly supportive reviews from various online forums regarding these Technical Institutes and was given 3.5/5 stars by employers who have chosen to hire from here. The program’s curriculum is as described below:

- Program(s):
 - **COLLISION REPAIR AND REFINISHING TRAINING:** From dent repair, to airbrushing, welding and feather edging, collision repair training taught by ASE-Certified instructors at our auto body repair schools ensures you are learning the techniques used on the job.
 - Get hands-on time in class repairing damaged metal panels using body hammers, dollies, and paint-less dent repair techniques.
 - Learn how to amp-up a car's exterior through airbrushing, decals and automotive art that blends with a vehicle's original finish.
 - Auto body training lectures and labs give students a foundation for understanding structural materials and technological advances.

POTENTIAL SCHOOLS



DISCOVER A WORLD OF OPPORTUNITY

Located in the heart of Nittany Valley, this institution is “dedicated to enhancing the workforce of today and producing the leaders of tomorrow.” This school offers a wide variety of high school and ‘continuing education’ programs in almost every technical field ranging from welding, to automotive repair, to construction, and HVAC. Our team has found nothing but positive reviews from this school and truly believe the following programs would be beneficial approach for Weida Bros’ recruiting.

❖ Program(s):

- **COLLISION REPAIR TECHNOLOGY:** This Auto Body course is designed to teach students entry-level skills that will allow them to enter the workforce. Auto Body Technicians are trained to perform a variety of services including collision repair, vehicle painting, and cleaning and detailing. In this program, students will have the opportunity to become skilled in the use of hand and power tools, sheet metal fabrication, welding, frame repair analysis, automotive refinishing, and they will gain a general understanding of the design and safety features of cars/trucks.
 - Writing computerized estimates meeting current insurance standard qualifications
 - Hands-on projects ranging from minor dents to major frame repair and sectioning.
 - All hands-on repairs must meet insurance standards and quality
- **AUTOMOTIVE SCIENCE AND TECHNOLOGY:** The Automotive Science & Technology course provides a sequence of classroom and laboratory experiences that relate to the repair and maintenance of vehicles. Included is the study of scientific and math principles related to auto maintenance, technical service manuals, internal combustion engines, electrical systems including computers, and all component parts of the motor vehicle. Students will be prepared for entry-level employment as an automotive specialist and will have a general knowledge of all facets of the automotive servicing industry. Upon completion of this course, the student may be employed in sales, maintenance, production, management, or vehicle road service, or may choose to enter one of the many two-year programs designed to provide advanced level training in vehicle repair.

POTENTIAL SCHOOLS

- **DIESEL REPAIR TECHNOLOGY:** Service and maintenance of the CDL program for trucks and trailers; Service and maintenance of the heavy equipment fleet; Service and maintenance of CPI's diesel and heavy truck fleet.

Students in the DRL program have the opportunity to earn the following certificates:

- Pennsylvania State Inspection License
- Macs A/C Certification
- Pennsylvania Class A Driver License
- PA Emissions OBDII
- ASE Student Certification
- SP2 (Safety, Pollution, Prevention) Certificate



ATC specializes in a wide variety of automotive programs. Their Warminster location was the specific focus of our team and we believe that their schooling would produce a high-quality employee for Weida Bros. This school, and the following program specifically, received great rating from previous graduates who all easily found work in the automotive repair industry due to the high quality of hands-on schooling done at this institute.

- Program(s):
 - **COLLISION RECONDITIONING TECHNOLOGY:** This program features a comprehensive study of vehicle restoration, including metalworking, body repair, frame repair, welding, painting and refinishing, electrical and steering and suspension systems. Unlike some other auto body repair schools, you will learn first-hand from ASE and I-CAR certified instructors and have numerous opportunities to be involved with actual repairs on live vehicles.

Students in this program have succeeded after entering the following fields.

- Collision Repair and Restoration Technician
- Service and/or Parts Manager
- Service Writer
- Insurance Appraiser and/ or Adjuster
- Technical Instructor
- Custom painter

SOCIAL MEDIA CAMPAIGN

The current social media used for Weida Brothers are Facebook and LinkedIn. Both are effective for finding employees and connecting with clientele. At this current moment, Weida Brothers has abandoned their LinkedIn page and mainly rely on their Facebook page to reach out to the community. Our Team has broken-down each of Weida Bros' three Social Media presences and their analysis are as follows:

Facebook:

- Organize albums
- Update employees and albums that need to be maintained

LinkedIn:

- Cover Photo
- Include an inviting description of Weida Brothers
- Include date last revised
- Articles to help clients
- Available Jobs

Both:

- Square Logo
- Add a group photo of employees to keep the feeling of being a family oriented business

LINKEDIN PAGE



The LinkedIn page is a great way for Weida Brothers to reach out to future employees. LinkedIn provides an easy to use format of reaching out to potential employees in a friendly and professional way. In today's society having LinkedIn paged is considered essential for both businesses and people who are looking for a job. The website offers many uses for a business such as Weida Brothers for example, being able to follow local colleges and technical schools to see when schools are having career fairs that they could attend to find future employees. LinkedIn also provides a way of posting job openings that people can apply to and directly ask the company for any possible questions. This social media outlet has amazing potential to help any business thrive and expand out. Unfortunately, Weida Brothers are not using this source to its full extent.

SOCIAL MEDIA CAMPAIGN

LINKEDIN PAGE (CONTINUED)

The LinkedIn page is extremely bare and has only three followers. After comparing it to other automotive LinkedIn pages, these are the following changes recommended to fixing Weida Brothers' LinkedIn. Adding a photo at the top of the LinkedIn page would draw people's attention in. This photo could be an image of a car that shows work they have done to a car, or even just an image of the shop itself. Since Weida Brothers is a family owned company, expressing that in a photo would be beneficial as well. The paragraph written about the company biography could be more personal to give a sense of passion for what they do. The company biography is written in a very "timeline" like structure. Including an inviting intro and more information about specifics of the jobs which are available and what they are looking for is more beneficial. The logo that Weida Brothers is currently using is not formatted to fit both long horizontal places, and to be used as a square image. This makes their profile image too small and not legible. Creating a logo that works both vertically and horizontally will help to create a consistency between social media pages and help with legibility.



While researching other automotive LinkedIn pages there are some elements missing from the Weida Brothers page that would give it a more welcoming and attractive look. Including a date that states when the site was last updated is beneficial, this allows for those searching for a job to see if the postings are up to date. Posting articles about news in the automotive industry would let the viewer see that Weida Brothers are always researching and staying up to date on the newest methods and automotive repair technology. I believe it would be worthy of Weida Brothers' time to invest effort into their LinkedIn page and try not to rely on their other social media outlet Facebook.

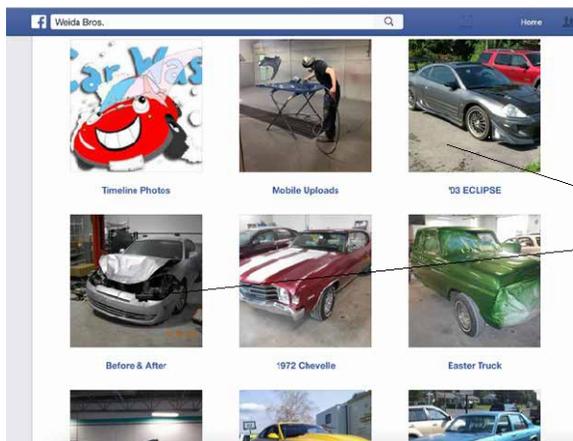
SOCIAL MEDIA CAMPAIGN

FACEBOOK PROFILE



Facebook is one of the world’s most popular social media outlets to use. It is also very easy to setup a page and format it to what the user wants. The only con to using Facebook is that it is debated in the business world if it is professional to use when competing with other companies. Weida Brothers’ has taken full advantage of their social media.

The Weida Brothers Facebook page is their main media for connecting with clientele. The posts on the page are energetic which shows a passion for the company. They post photos of their work along with posts to help the community such as a local fundraisers and posts that allow customers to win prizes. However, there are some changes that need to be made. The images on the Facebook page are much unorganized. There are several images and albums that are labeled miscellaneously that would not allow for the followers to easily browse through. There is already a “Before and After” album which is structured correctly, but then there are other albums that are displaying the same images and it becomes repetitive.



There is a “before & after” album which is great.

However, all the other albums are disorganized and themselves are a version of and before and after.

Organizing the albums better and constant maintenance on them will help for clients to easily navigate around.

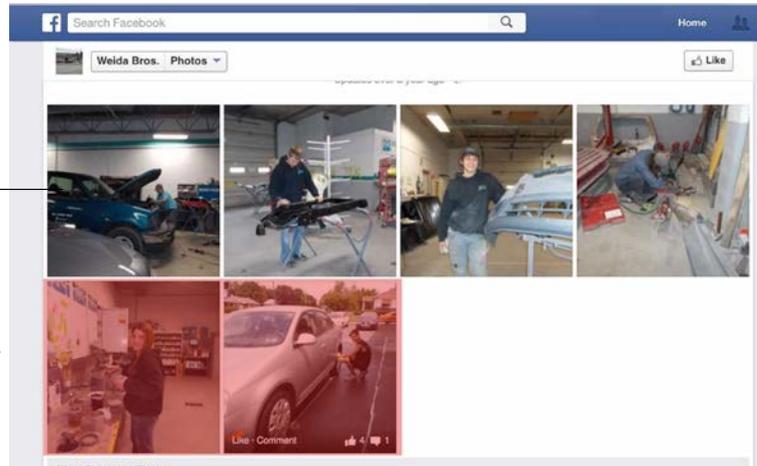
The album “Meet our staff” is out of date and needs to update with all the current working employees. There are currently images of past employees who are the photos are out of focus. Having images of the employees is a feature that allows the client to see who worked on their car. If a customer picks up their car from Weida Brothers’ and admires the work the Facebook page is a way for them to give direct feedback so the rest of the viewers can see it. The customer can then also look up the mechanic and leave a comment about how they performed on fixing the car.

SOCIAL MEDIA CAMPAIGN

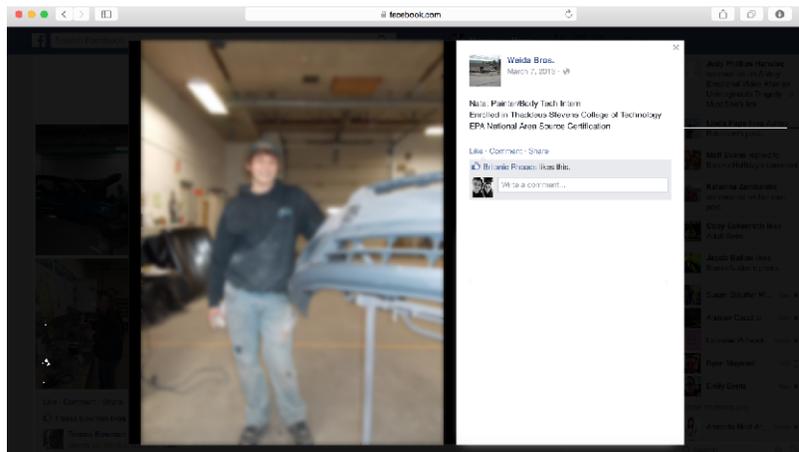
FACEBOOK PROFILE (CONTINUED)

Include images that show the employee's face

Be sure to keep page updated and remove all employees that no longer work with Weida Brothers



The Facebook page has a tab that features reviews. This is good because it allows future clients to see and read how other customers viewed the work Weida Brothers did. They are arranged based on a five star rating. There is one review that gave Weida Brothers one star. Weida Brothers handled this situation in a professional manner by commenting and asking that they call and see what they could do to improve what the client was unhappy about. Though this review was a negative it was turned around to show that Weida Brothers really care about their customers and would improve the company to better the clients.



Include a more detailed portion about the employee:

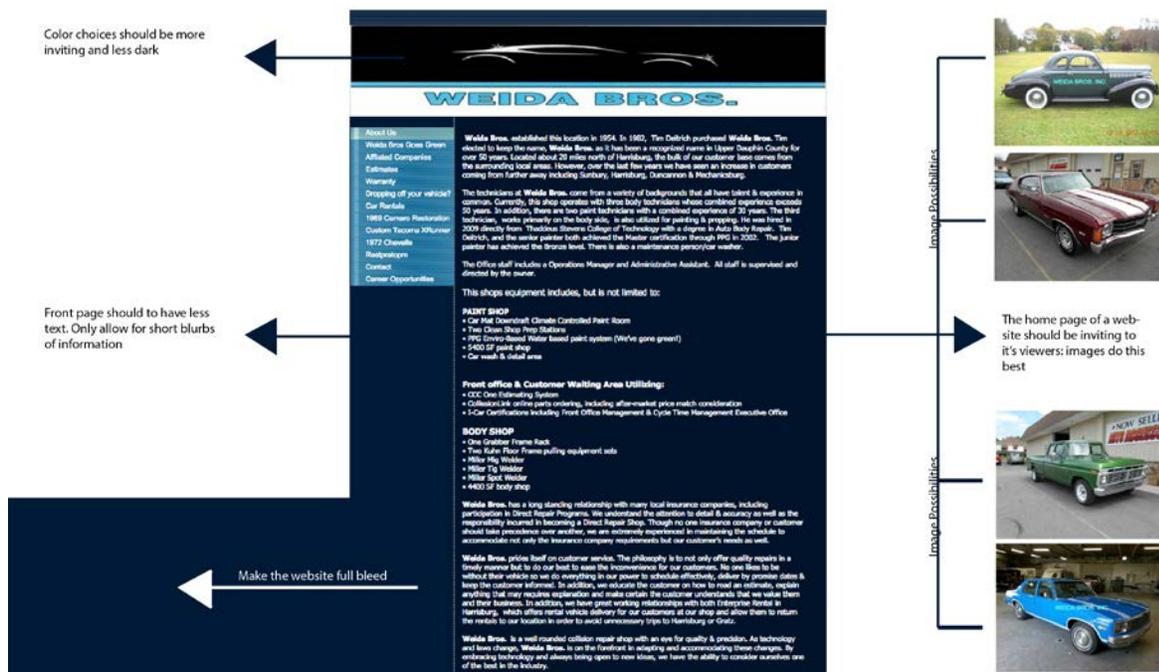
- Name:
- Joined Weida Brothers:
- Specializes in:
- Where they attended school/ got their certification
- Maybe include a fun fact such as their favorite car

WEBSITE UPDATE

The Weida Bros. website follows suit with their social media sites. While they have a site with a lot of information it is not necessarily easy to navigate or user friendly. What we have proposed to do is take the information from the site and reformat it so that users can easily find what they want and Weida Bros. can continue to keep their customers happy.

AESTHETICS

When looking at a website viewers are first and foremost thinking about the way the page looks. Viewers immediately judge on how the page reads as a visual tool. With that being said Weida Bros. can work on a few elements to make their website a stronger marketing tool.



Full Bleed

First and foremost the website should be full bleed. This is an easy fix but it makes a world of difference. Aesthetically a full bleed website reads as a more thought out product.

Color Choices

Colors are an important part of a website they should be well thought out and inviting to entice the viewers to keep looking through the site. At the moment the Weida Bros. website is very dark with their main color choice being navy blue. Since their logo is black and a bright shade of blue the background color of the site could be a light gray to make the logo pop. With a gray background any links, titles, or important words to call out could also be accented with the bright blue color.

WEBSITE UPDATE

Picture-Heavy Homepage:

Again when thinking of the viewers' first impression, the home page sticks out as a major problem. It is all text and no images. A home page is the most important part of a website. It needs to be inviting to keep viewers' interest. We suggest that Weida Bros. change out the information on the front for images of some of their work and only include small amounts of text.

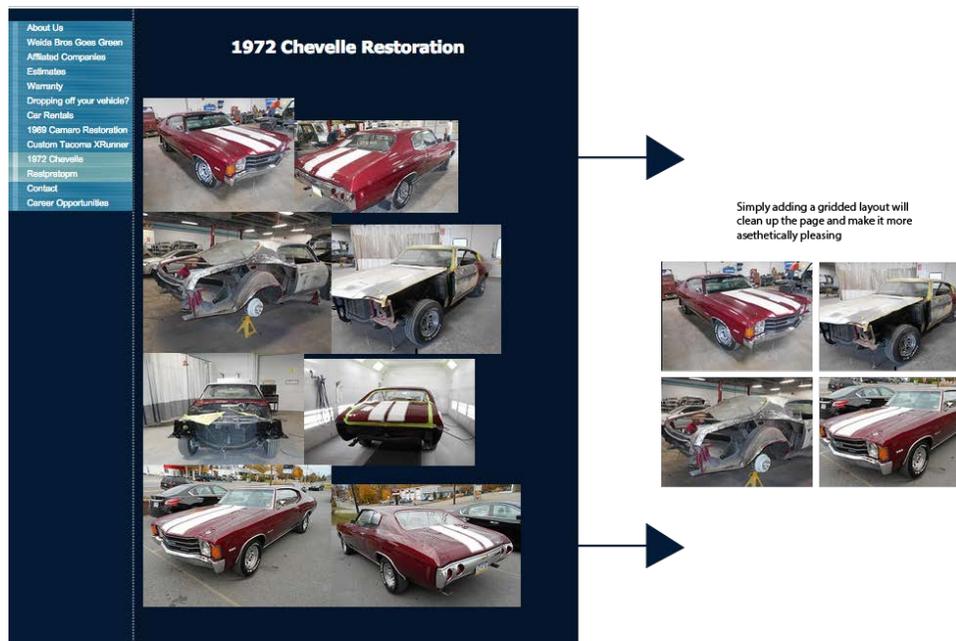
FORMATING AND ORGANIZATION

When it comes to the content the website is very strong. It has all of the necessary information a customer needs to know when looking for an auto body shop. However the site could use a little more information to make it more user-friendly and easy to navigate.

Side Menu

The side menu, while it offers a lot of information, could also stand for a little more organization and even a few added tabs. The following are tabs that we suggest Weida Bros. adds/edits in their side navigation bar:

- There should be one **"Restoration" tab**. Once that tab is made all of their restoration projects can be put under tab instead of having their own tabs.
- A **services tab** should also be made to give the customers an idea of what their company can offer them.
- An **employee tab** would add a personal touch to the website. This addition will give the company a change to showcase their small company, family feel: which is an important part of way they are so successful.



WEBSITE UPDATE

Combine the tabs to make it more organized

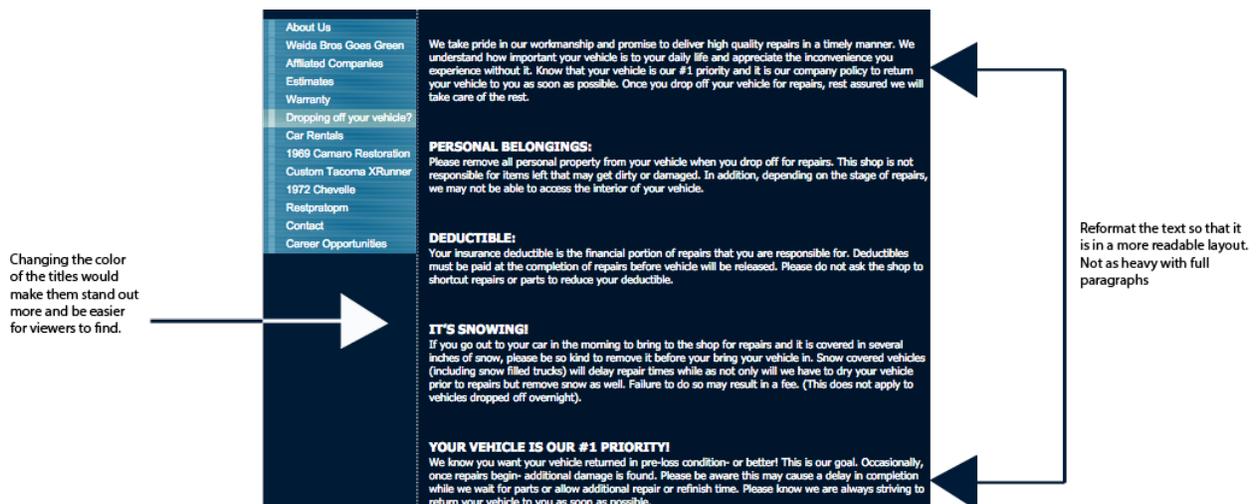
Restoration Projects

- About Us
- Weida Bros Goes Green
- Affiliated Companies
- Estimates
- Warranty
- Dropping off your vehicle?
- Car Rentals
- 1969 Camaro Restoration
- Custom Tacoma XRunner
- 1972 Chevelle
- Restpratopm
- Contact
- Career Opportunities

Text

Most of the content that the website currently has is in text form, in large paragraphs, is not visually appealing and could stand for a little more organization. This is not the best way to convey information to a wide array of people. Better options would be to format the text in smaller segments such as columns or even bullet points. Formatting the text in this way will encourage people to read it instead of deter them as the large paragraphs do now.

Other changes to include would be changing the color for the titles and sub titles to call more attention to them and bolding or underlining words that are more important.



Changing the color of the titles would make them stand out more and be easier for viewers to find.

Reformat the text so that it is in a more readable layout. Not as heavy with full paragraphs

<ul style="list-style-type: none"> About Us Weida Bros Goes Green Affiliated Companies Estimates Warranty Dropping off your vehicle? Car Rentals 1969 Camaro Restoration Custom Tacoma XRunner 1972 Chevelle Restpratopm Contact Career Opportunities 	<p>We take pride in our workmanship and promise to deliver high quality repairs in a timely manner. We understand how important your vehicle is to your daily life and appreciate the inconvenience you experience without it. Know that your vehicle is our #1 priority and it is our company policy to return your vehicle to you as soon as possible. Once you drop off your vehicle for repairs, rest assured we will take care of the rest.</p> <p>PERSONAL BELONGINGS: Please remove all personal property from your vehicle when you drop off for repairs. This shop is not responsible for items left that may get dirty or damaged. In addition, depending on the stage of repairs, we may not be able to access the interior of your vehicle.</p> <p>DEDUCTIBLE: Your insurance deductible is the financial portion of repairs that you are responsible for. Deductibles must be paid at the completion of repairs before vehicle will be released. Please do not ask the shop to shortcut repairs or parts to reduce your deductible.</p> <p>IT'S SNOWING! If you go out to your car in the morning to bring to the shop for repairs and it is covered in several inches of snow, please be so kind to remove it before your bring your vehicle in. Snow covered vehicles (including snow filled trucks) will delay repair times while as not only will we have to dry your vehicle prior to repairs but remove snow as well. Failure to do so may result in a fee. (This does not apply to vehicles dropped off overnight).</p> <p>YOUR VEHICLE IS OUR #1 PRIORITY! We know you want your vehicle returned in pre-loss condition- or better! This is our goal. Occasionally, once repairs begin- additional damage is found. Please be aware this may cause a delay in completion while we wait for parts or allow additional repair or refinish time. Please know we are always striving to return your vehicle to you as soon as possible.</p>
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The website, as it is, gets the job done. It is informative and explanatory, but the **visual aspects of the site are sorely lacking**. The addition and reformatting of the site would only add to its success and in turn further the success of Weida Bros.

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