

# ORG

PORTFOLIO  
PROFESSIONAL  
SUPPORT FOR  
YOUR SUCCESS

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# „QUALITY AT THE HIGHEST STAGE“



Stefan Gatt  
Director

## WELCOME TO COTEDO

cotedo is a consulting and project management company in Munich. For more than ten years, we have been active in the automotive aftersales industry. We are well acquainted with the market requirements and our customers' needs as well as with the relevant suppliers and contractors and in turn, their products and networks. Other industries also benefit from our knowledge and experience.

Our 30 members of staff all work in different subject areas, every one being an absolute expert in his or her area.

There is one thing we all have in common: we create tailor-made, optimal solutions for international enterprises and medium-sized companies. Our goal is to always give you more than you expect – competently and always up to date.

# MAXIMUM PERFORMANCE IN FOUR DISCIPLINES

Responsible action for your success

We are aware of the immense responsibility we bear when you entrust us with your projects, your customers and your business: an excellent, professional realisation is the basis for economic success. We are happy to assist you by structuring and implementing your projects.

Our know-how, our commitment and our enthusiasm for your projects ensure good results. We attach special importance to the sustainability of our organisational structures to warrant continued success and satisfaction.

We guarantee: our staff is fully dedicated, from kick-off to completion and beyond. We will not let you down. Individual efforts are not a part of our philosophy: we support you with the whole know-how of our entire company.

Interested?  
Find new information online at [www.cotedo.de](http://www.cotedo.de)  
We are looking forward to your visit!



# PICK & MIX

You decide where you would like our support



The entire process is defined during an intensive and well-structured preparation phase. During the following implementation of the individual process phases and tasks, we flexibly respond to your needs and competences.

Outsourcing single areas can be a sensible option. We add to our customers' capacities and take over pre-defined fields. Alternatively we organise the implementation to be carried out by our partners.

**We support you either under our own name or alternatively, discreetly steer your projects in the background.**

By defining precise targets in the course of the overall process, we seamlessly connect all interfaces and ensure a controlled changeover between various areas and partners.

# PROJECT & ROLLOUT MANAGEMENT

Professional support for your projects



Andreas Lemke  
Head of Project & Rollout Management

The economic environment is permanently in transition. Companies face new challenges every day. Many enterprises react by organising their business in separate projects in order to be able to adapt to these constant changes.

Reorganisation tasks and the optimisation of operational procedures are the most frequent causes for project work. Especially during comprehensive allocation processes for new products and systems, so-called rollouts, our support is of substantial importance.

Why do many companies intentionally choose to structure their tasks in the form of projects but then implement them rather insufficiently?

Projects are commonly assigned to the internal project management team or the administrative department, who often invest too little time in the preparation phase. Thus the mandatory demands and targets cannot be met adequately and in due time.

This is why companies should take a new approach when it comes to tackling their project work. For a successful completion, support by project management professionals is essential.

We coordinate your rollout

For maximum benefit in a rollout, the project should ideally be introduced at all locations and company-wide at the same time. This will noticeably shorten the launch period.

However, both the short time allocated and the rather complex tasks put a high strain on the project team, which significantly increases the rollout risks. An especially stringent project management is therefore a primary element for rollout projects: it is the basis for a perfect organisation, which will avoid friction losses by using standardised processes.

We provide you with our know-how, tools and support and take over the comprehensive project management. You are always on top of all developments and will implement your rollout within the shortest time possible – without any complications!

### **Measurable parameters, daily updates**

A constant insight into all levels requires personal competence and suitable IT tools. The current degree of target achievement and the project status must be permanently measurable.



This is why we work with clear parameters like due dates, lead times and costs, which we monitor continuously.

Our IT tools can be adjusted individually to fully meet your demands and allow an up-to-date insight on the status of your project. This means you can take action at any time.



# AUTOMOTIVE AFTERSALES CONSULTING

Target-oriented consulting for sustainability and profitability

## Your trust in us will pay off

Take advantage of our experience when you (re-)design your aftersales area. We are aware of the responsibility implied and ensure you: our knowledge, our experience and our abilities will effectively reduce your investment. Together, we create the best conditions for your success in aftersales.



Dennis Hartmann  
Head of Automotive Aftersales Consulting

## Our consultants' personal experience and competence secure your success

For many years, cotedo has been at home in the world of the automotive aftersales. We know the procedures in the entire value-added chain: from car park to reception, consultation, workshop and valeting through to final inspection and handover. Our experience from hundreds of successfully realised projects and the personal competence of our both economically and technically skilled consultants enable us to render a sensible depth of consultation, which will improve your productive working environment.

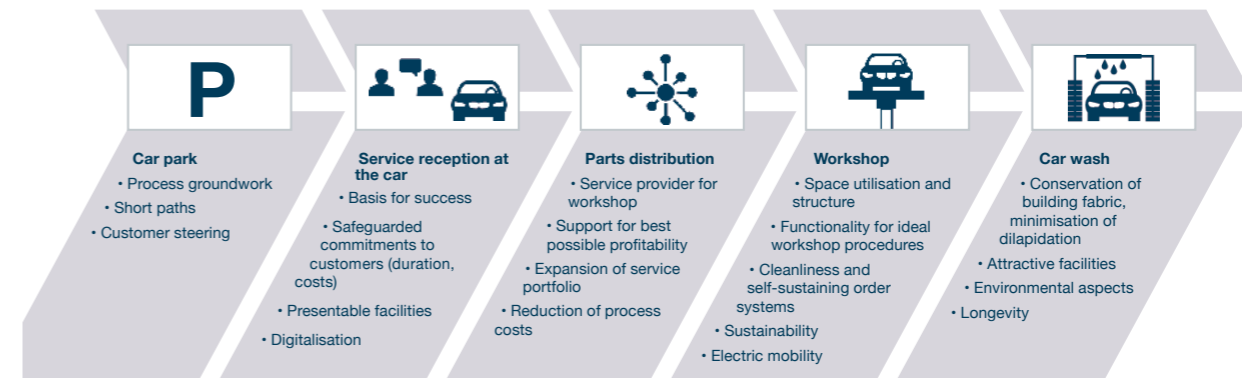
A mechanic is only as good as his knowledge, an aftersales area only as good as its structure.

Based on our international experience, we see your project in a holistic context. We know about the structural changes in the aftersales sector caused by progressing technologies and ever-changing requirements. Constructional and technical demands due to new drive technologies, driver assistance systems and innovative repair methods are part of our daily routine. As a strategic partner, we help software companies design the digitalisation of the aftersales sector, even down to the productive areas.

## Real Aftersales

Performance indicators are justified means for making results and successes measurable. However, our consulting method does not focus on your company's performance indicators: we analyse and advise against the background of visible structures and the actual local conditions as we find them.

Our promise: together with you, we develop a comprehensible roadmap for maximal productivity. Its key factors are: ideal space utilisation, functional equipment and sensitised staff. If required, we keep on coaching you until you reach the targets we have agreed on.



Our steps together on the way to maximum productivity in aftersales along the Car Journey

## Building with cotedo

### Five good reasons for a consultation by our aftersales experts

#### Specialist support for your architect

Architects are indispensable for creating quality buildings with regard to aesthetic and functional aspects. However, we are the experts for setting up a well-structured car dealership which will render maximum profit.

#### Support for your operative team

On average, the planning and coordination of even a small-scale new building or refurbishment project binds half a man year of capacity. We provide support for you and your team.

### We are independent

Our holistic consulting approach covers the entire planning, realisation and initiation phase. We are 100 percent independent from suppliers or products.

### Our aim is your maximum productivity

Optimising is often interpreted as putting an end to known deficits while traditional working methods are continued. That is taking too narrow a view. In order to optimise your productivity, we also consider modern working methods and possible future scenarios.

### We establish investment security

Regulations, guidelines, supplier standards, technical specifications and tool requirements call for a considerable depth of knowledge. We create transparency, for maximum investment security.

# SALES & DISTRIBUTION MANAGEMENT

From one source: distribution from initial consultation to delivery

The supervision of entire commercial procedures, process and problem management and monitoring are all constituent parts of our holistic service.

Our team of seasoned experts takes over entire distribution processes for you, either as a whole or broken down into singular areas: product advice, preparation of offers, customer service including complaints management as well as order management, supplier steering and the international logistics coordination.



Carolin Junghans  
Head of Sales & Distribution Management

## The complete spectrum of our services for you

We offer a wide variety of services: it ranges from rendering advice “from an outside point of view” to the actual realisation of the agreed processes by our own hands.

Our entire team is at your disposal and will even work directly on your premises if required.



## You define the targets and general framework – we provide for feasible, functioning processes

We are experts in our field and thus can identify potential weak points in your existing distribution processes. Unproductive process steps are optimised or will be eliminated entirely.

Functioning processes are reviewed for further potential for improvement.

*The result of our analysis: always the most viable, the fastest and the most efficient solutions for you and your customers*

## Three good reasons why you should rely on our competence:

### 1. Maximum efficiency

You have your own order management team but are unhappy with its efficiency? We analyse your processes and show you how to operate more successfully with your existing resources.

### 2. Reinforcement for your team

Your team is too small to be able to react flexibly in fluctuating order situations? As your competent partner we support you in all distribution issues, we cushion order peaks or realise special promotional offers for you.

### 3. Concentration on core competencies

You develop premium products and you would like to concentrate on just that? Our team takes over the commercial procedures for you. We put your ideas into effect – competently and professionally.

# MARKETING & COMMUNICATION

Clear message, maximum impact

## **Systematic and well-structured marketing for better efficiency**

Satisfied, loyal customers – that is the target of every enterprise. One instrument to reach this aim is marketing. Probably you are already taking marketing measures: you send advertising letters, you host a company website or you organise events for your customers.

However, single measures can never be as effective as a structured and systematic marketing approach. Together with you, we analyse the situation and create structures and strategies for your professional communication. Your existing measures are complemented by tailor-made means of communication.

Marketing is part of modern, market-oriented business management

## **Communication is the motor of any successful cooperation**

cotedo supports both your company-internal communication as well as your external communication, e. g. with your business partners or the press. If required, we take over the entire field, creating a complete outsourcing solution. Our core competencies: print marketing, online product marketing and public relations. On top, we support you by organising your events and trade fair exhibitions. Photo and film shootings round off our portfolio.



Katharina Hradil  
Head of Marketing & Communication



## **More than ten years of experience in communications for the automotive aftersales industry**

Marketing & Communication is the oldest field in cotedo's history. Right from the start we have been supporting the planning and implementation of marketing strategies of both large and medium-sized companies in the car industry.

We know your products and services and provide target-oriented communication with your customers. If required we can rely on our own colleagues' support: the Automotive Aftersales Consulting team is always happy to assist both us and you. The Project Management and Procurement & Logistics staff also provide in-house solutions. This knowledge distinguishes us from all other agencies and service providers.

The secret of our success is the wealth of experience we have gained in various areas of communication. This is how we can translate even complex issues and industry-specific know-how into understandable, manageable pieces of information. If required, we even do so on an international basis.



## VERIFIED PROCESS QUALITY

Highest standards for sustainable success



Innovation is a deciding factor for improvement and increasing quality. We continuously refine our business processes in order to get better and better. If you want to be successful, you have to adapt to changing market conditions and requirements, and offer excellent and progressive products and services on the basis of efficient business processes.

This is the aim of our quality management which is also responsible for the continuous enhancement of our business processes and products.

Our certification according to ISO 9001:2015 ensures that our customers' high expectations regarding the quality of our products and services are met by 100 percent.

## RESPONSIBLE AND CORRECT

Integrity is the basis for our entire business

Responsibility, correctness and sustainability are the pillars of our success. This is why they are included in our mission statement and will always be the basis for all our deals and transactions.

As a success-oriented enterprise we are convinced that now and in future, our integrity is the basis for a sustainable and successful business and for our corporate culture.

### **Respect for every individual, commitment to responsible behaviour**

The foundation for responsible and correct action is respect. We believe that our business

success depends on the sum of the abilities and accomplishments of all our members of staff.

We respect every individual and expect from all our employees that they in turn respect the rights and the dignity of others. We want them to be able to unfold all their talents and capabilities and to tap their full potential. Therefore we emphasise a free exchange of information and an open dialogue.

*We do not settle for existing structures but always strive to improve*







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