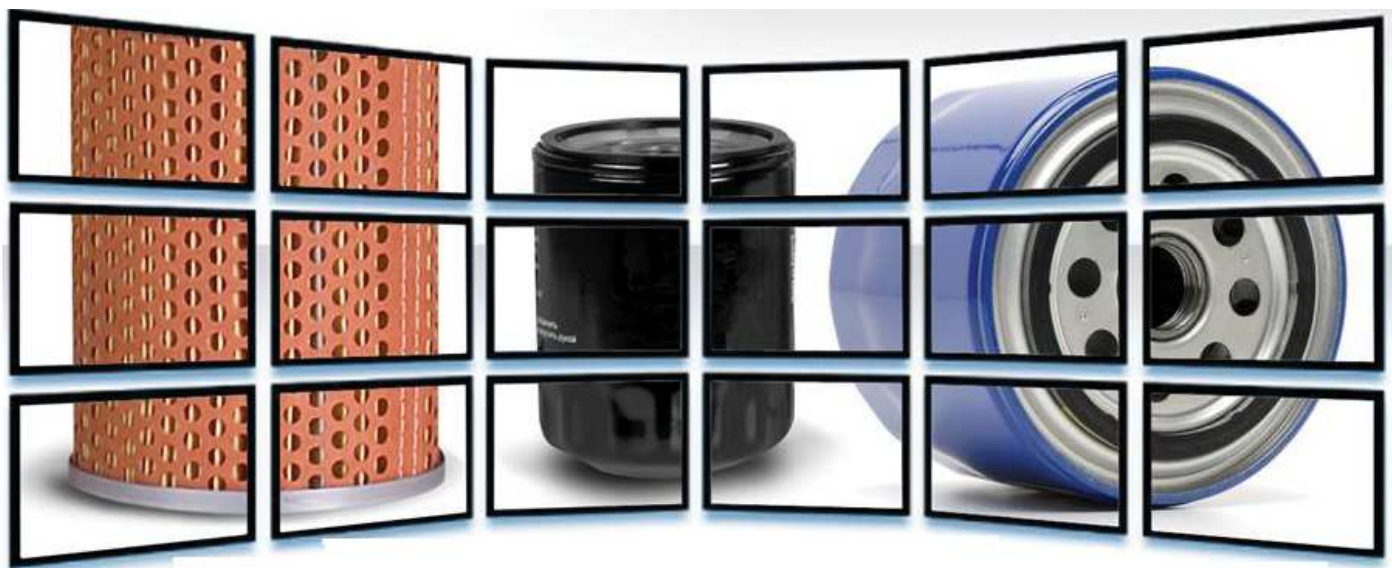


Filters market in Ukraine



MotoFocus is an analytic company focused on aftermarket analysis. This focus allow you to use these analysis and at the same time you can be one of the main participants of all the process of creation such a analysis.

- ◇ we regularly wider our offer by using new innovative ways focused on our clients
- ◇ we individually care per concrete clients need
- ◇ we work aligned with professional etic and the highest research standards
- ◇ we offer international analysis
- ◇ we beleive that our cooperation will be nice and succesfull expereince

MotoFocus – present day marketing solution

TEAM

MotoFocus.eu is team of creative specialists, full of enthusiasm and involved analytics with innovative approach of market researches. Due to our knowledge from the field of marketing, sociology and psychology we can even the most difficult tasks present in understandable way.

PROJECTS

Project analyses are author project of MotoFocus. These researches and analysis are focused on product ranges, independent workhops and workshop concepts. These analysis comparing to the ad hoc analysis are covering all the market, their costs is lower and spectrum of information is much more wide.

ANALYSE AD HOC

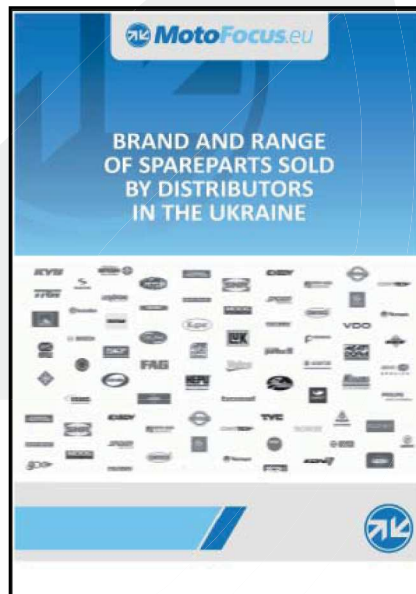
MotoFocus offers individual analysis based on client demand. We guarantee cooperation in all stages of the analysis. Our servise does not end by supplyng the analysis, you can also expect external consultancy and solutions for your issues.



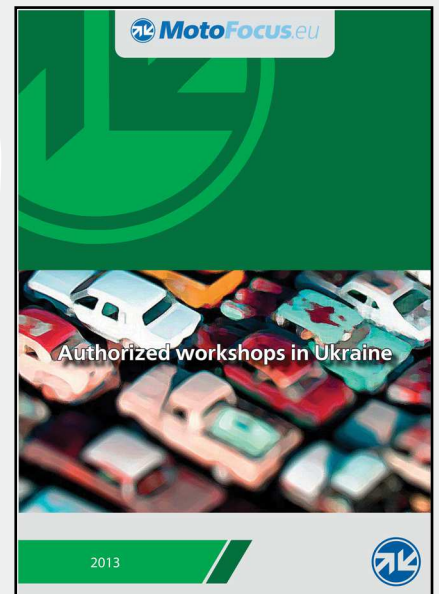
Our last publications



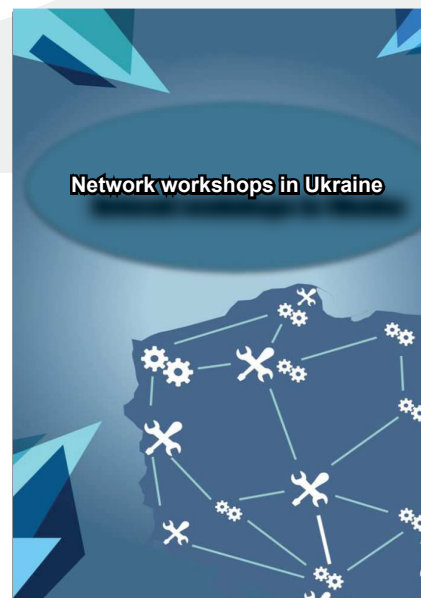
The distribution network of sales of spare parts in Ukraine



Brands and range of spareparts sold by distributors in Ukraine



Authorized workshops in Ukraine



Network workshops in Ukraine



INTRODUCTION

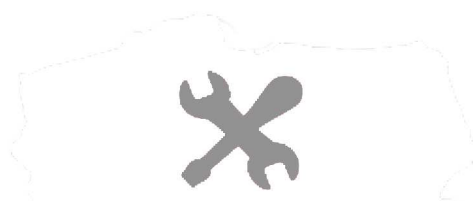
First of all this analysis is devoted for the producers and distributors of spare parts in Ukraine. It raises the issue about brand selection criteria, the most common causes of complaints, percentage of sales filters, etc.

SURVEY METHODOLOGY

The analysis is based on data obtained in CAWI type of research on www.ua.MotoFocus.eu from 20.08.13 to 20.11.13.
Number of respondents of the survey - 210.

ANALYSIS OBJECTIVE

The aim of this analysis is to show curent situation on filters market in Ukraine and main brand selection criteria.



Contents

1. Parameters of the research:
 - 1.1. Structure of respondents by age.
 - 1.2. Structure of respondents by region.
 - 1.3. Structure of respondents by size of town.
 - 1.4. Structure of respondents by type of activity.
 - 1.5. Structure of respondents by size of firm.
2. Famous brands of filters and its importance for respondents.
 - 2.1. Famous brands - first mention.
 - 2.2. Famous brands - second mention.
3. Criteria of choice of air filters.
4. Percentage of sales of filters by respondents.
5. Criteria of choice of oil filters.
6. Evaluation criteria of choice of oil filters by size of firm.
7. The most common causes of complaints of filters.
8. Size of filter warehouse of respondents.
9. Quantity customers in month.
10. Period through which the client returns for new filters.
11. Percentage of sales different type of filters.
12. Most important filters by opinion of respondents.
13. Knowledge of car owners of different brands of filters.
14. Most respected brands of automotive filters.
 - 14.1. Most respected brands of fuel filters.
 - 14.2. Most respected brands of oil filters.
 - 14.3. Most respected brands of air filters.
 - 14.4. Most respected brands of cabin filters.
15. Tendency of respondents to change the brand selling filters.
16. Evaluate the following statements:
 - a) quality of air filters does not really matter;
 - b) cabin filters should be changed every time when you change the air filter;
 - c) best of all fill warehouse in the spring when are different actions;
 - d) collect points and exchange them for prizes are the best marketing actions.

Contacts



1. Parameters of the research

1.1 1.1. Structure of respondents by age.

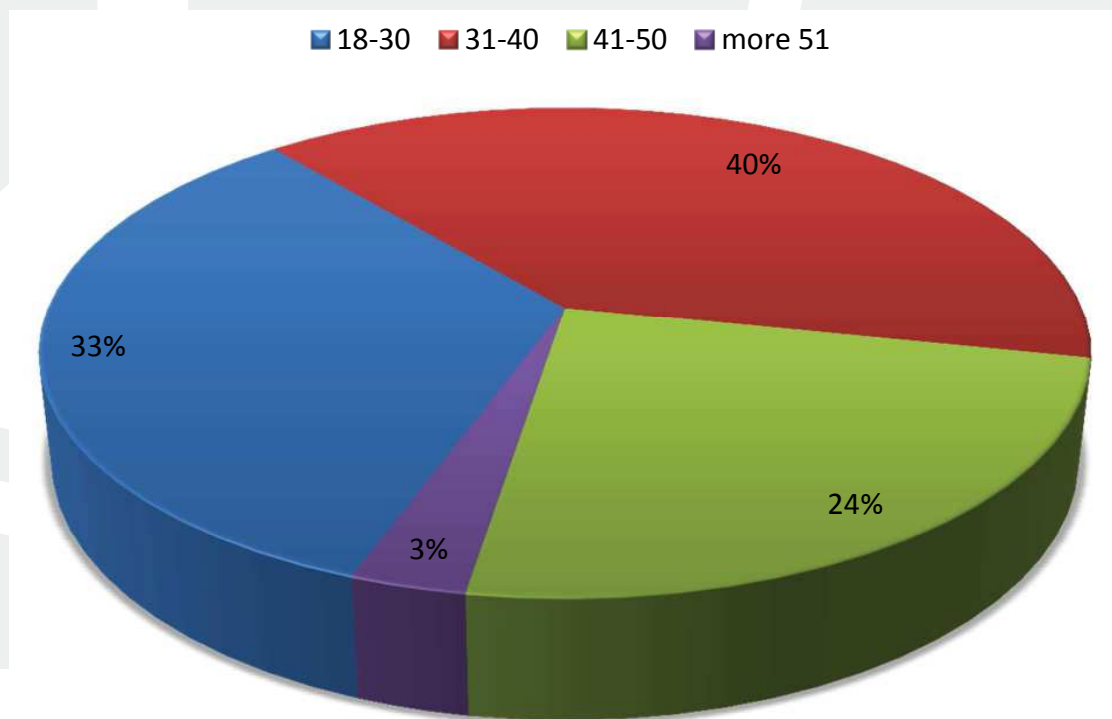
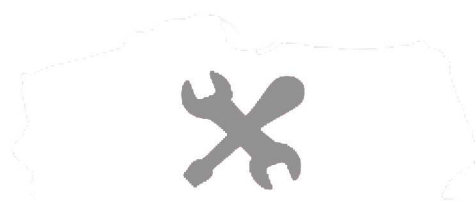
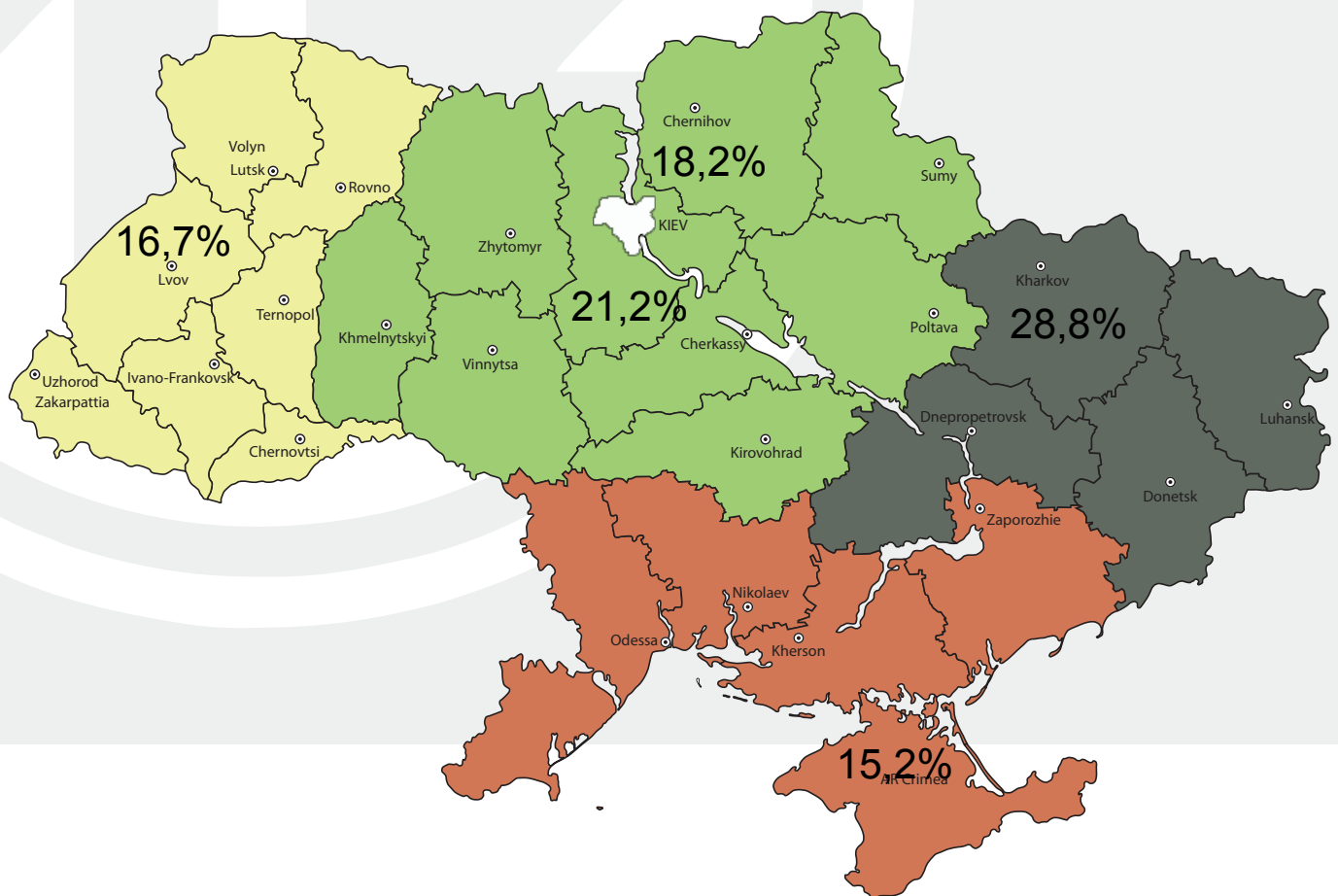


Figure 1- Structure of respondents by age

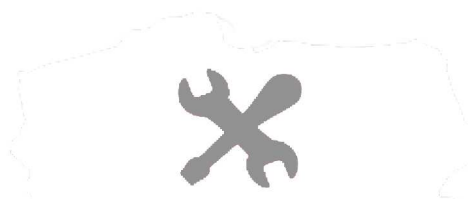


1.2. Structure of respondents by region.



- Kiev (18,2%)
- West (16,7%)
- Center (21,2%)
- East (28,8%)
- South (15,2%)

Map 1- Structure of respondents by region.



1.3. Structure of respondents by size of town.

■ up to 20.000
 ■ 20.000 - 50.000
 ■ 51.000 - 100.000
 ■ 100.000 - 500.000
 ■ more than 500.000

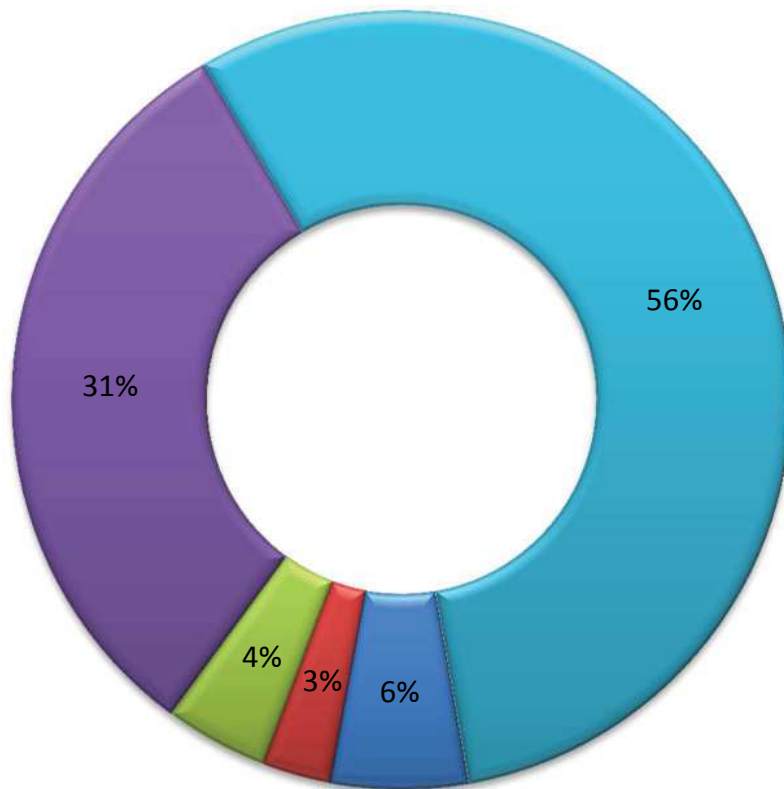


Figure 2 - Structure of respondents by size of town.



1.4 Structure of respondents by type of activity.

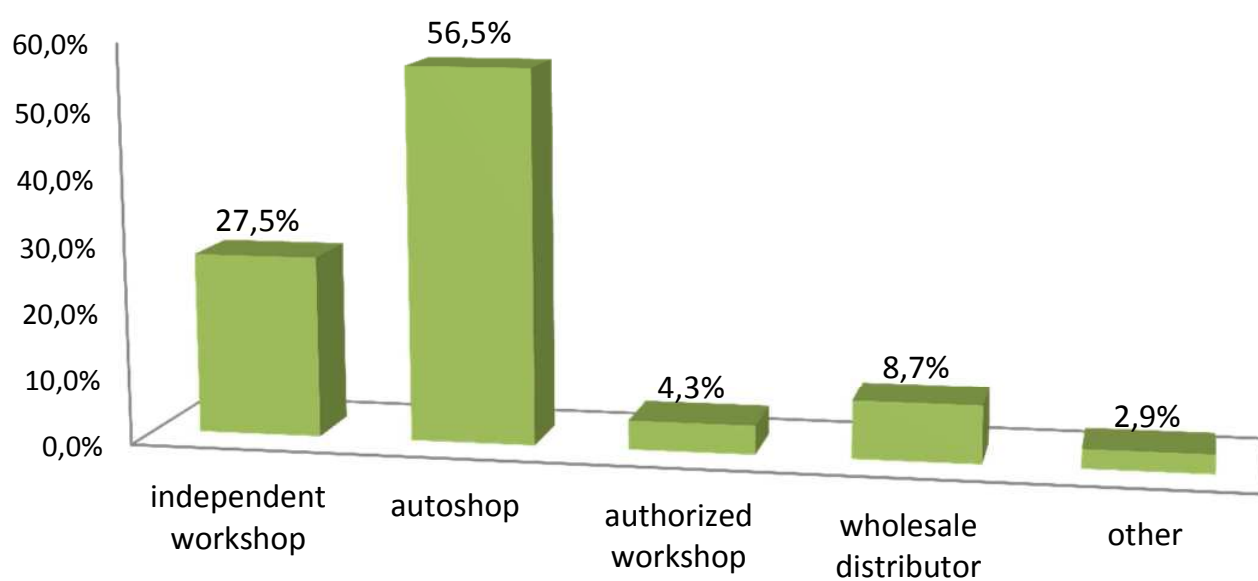


Figure 3 - Structure of respondents by type of activity.



1.5 Structure of respondents by size of firm.

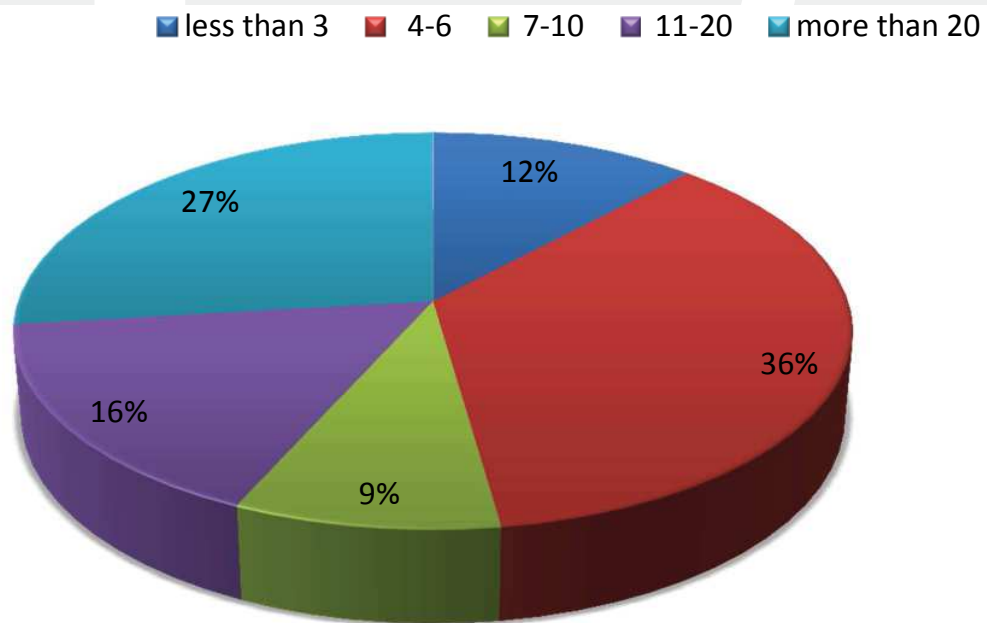


Figure 4 - Structure of respondents by size of firm.



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