

Automotive Paint Touch-Up

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No matter how careful you are your car gets nicks, scratches and dents over time. These minor cosmetic problems are often too small to take to a panel beater. This is where the automotive paint touch-up service comes in. Touch-up services specialize in removing small dents, scratches and other minor cosmetic defects. If you're looking for a hands-on business to take up on a part time business, this is for you.

Before The Start-Up, Let's Not Get Ahead Of Ourselves

Before getting started you'll need to have some experience in the auto paintwork and panel beating industry. As you'll be doing minor work you won't need to be a professional but prior experience is essential.

The Start-Up

When setting up your business you can choose to be a jack-of-all-trades and offer both paint touch-ups and minor dent removal or focus on either one – dent removal businesses for example focus on dent removal but usually also offer minor spray-painting. Secondly you can also consider buying a franchise, if you have the capital this can be the best way to start turning a profit quickly. Buying a franchise is often referred to as buying a business system – if you aren't good at setting up systems this is also a great option.

If you're buying a franchise all your equipment will be taken care of; however if you're starting out on your own you'll need commercial cleaning products such as wax and polish a buffer, a dent removal kit, paint and the correct brushes for touch-ups.

Most touch up services charge between \$30 and \$50 (USD) per job. However this is highly subjective and really depends on the type and amount of work being carried out. Many dent removal businesses prefer to charge per dent removed than quote for the job as a whole; this same principle can be applied to touch-ups and is worth considering.

Making It Work

Businesses are often highly successful when they focus on a consumer's problem and offer an easy solution. The touch-up business fits into this category perfectly. Build your business's brand around the idea of a hassle-free and inexpensive way to maintain the value of your car. The consumer's problem is finding a way to easily fix minor cosmetic problems such as scratches and dents and you are offering the solution. This type of thinking will go a long way to building an effective and purposeful brand.

Marketing

The auto industry is vast and the perfect place to build a business network. Network with panel shops, car dealers, car washes, enthusiasts clubs and anywhere else that offers a service that fits well with your own.

Use traditional advertising such as newspaper classifieds, radio advertising and flyers to get the word out about your business.

Don't Forget

Depending on where you live you might be affected by environmental regulations when doing any paintwork. Check online or with your local department of environmental affairs to find out more about this.

Finally, don't forget to account for the hidden costs of insurance and on-going advertising when doing your accounts.