

AUTOMOTIVE TECHNOLOGY

1) What kinds of businesses – products or services – can be started in your subject area?

The automotive industry presents many wonderful opportunities for the entrepreneur. Here is just a small list of possibilities that can be accomplished with the correct background and focus.

1. Independent general automotive repair facility
2. Independent automotive machine shop
3. Franchise general automotive repair facility
4. Franchise automotive quick service facility
5. Independent automotive marketing company
6. Independent high performance parts company
7. Automotive window tint company
8. Independent tire and repair shop
9. Independent HVAC service and repair facility
10. Independent hybrid and electric vehicle repair facility

1) What are the required steps an entrepreneur must take to launch a business in your field? What education, licenses, exams, clinicals, etc. are required?

Here are some basic steps that an entrepreneur needs to focus on to launch a business in the automotive industry.

1. Focus on the type of business that will be started
2. Develop a clear and concise business plan
3. Decide on a specific location for the business
4. The entrepreneur must have a good foundation in the automotive industry. The type of business will determine the background and education required.
5. ASE certifications and possibly a California Smog License may be required. ASE certifications require a minimum of two years of experience to certify.
6. A automotive program certificate and or an AS in automotive technology with a focus in the specific area would be beneficial to the entrepreneur entering the automotive field

2) What are the greatest challenges or obstacles entrepreneurs in your field are facing?

Many current technicians that are in the field are interested in opening their own independent repair facility. This desire is limited by their business background and the ability to provide the funding necessary to open this business. Many technicians have the automotive experience and are able to repair the customer's vehicles but they lack the business experience. This business experience is necessary to be successful in any small business. The recommendation is to have a background in both automotive and business before the launch of a new business.

3) What does the future hold for your field? What is new? Up and coming? What is the outlook or potential for entrepreneurs in your field?

The automotive repair industry has a great future. At this time there is a very large demand for professional repair shops in Southern California. This demand is documented by the DOL and other agencies that have researched the high demand for repair shops and repair technicians. The outlook for general repair facilities and also high performance.