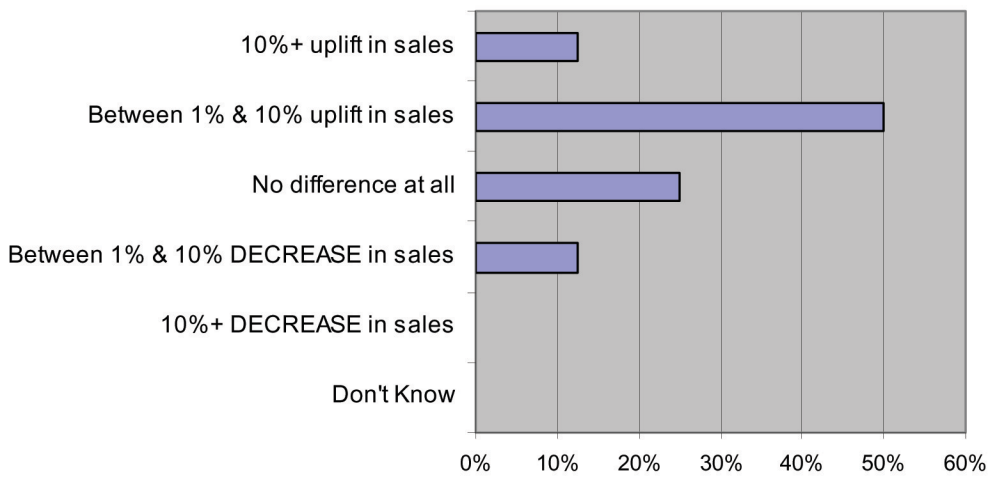


# BSI PAS80 Survey Report



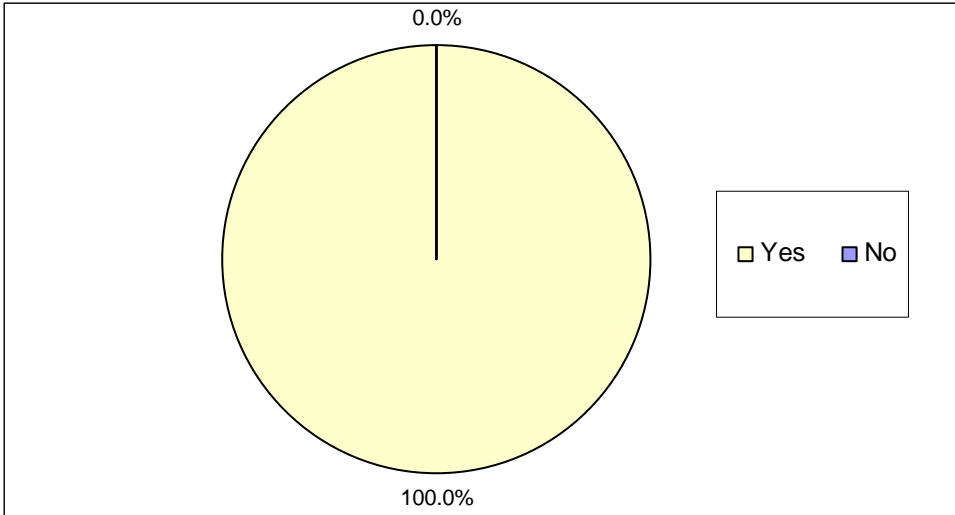
## What impact has gaining the Kitemark had on your turnover?

*KEY	ANSWER(S)	RESPONSES / PERCENTAGE
1	10% plus uplift in sales	1 / 13%
2	Between 1 and 10% uplift in sales	4 / 50%
3	No difference at all	2 / 25%
4	Between 1 and 10% DECREASE in sales	1 / 13%
5	10% plus DECREASE in sales	0 / 0%
6	Dont Know	0 / 0%
TOTAL		8 / 100%



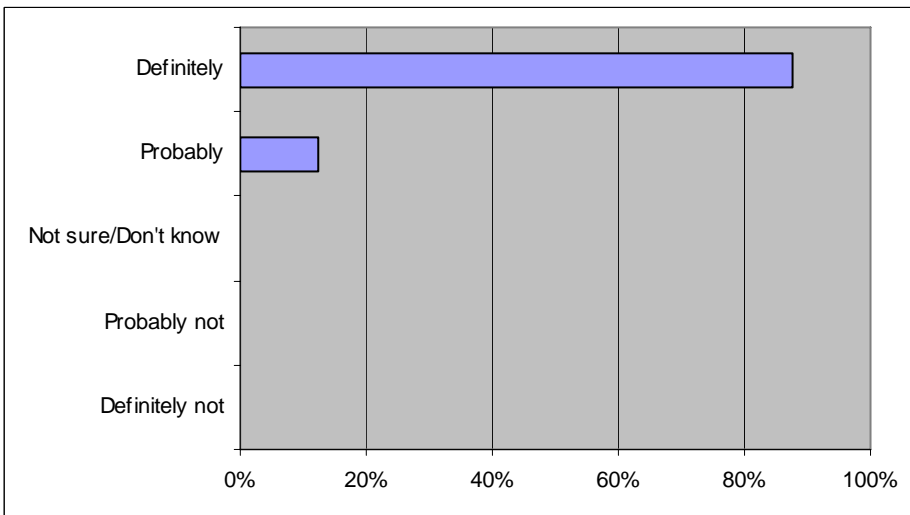
## I made the right decision by adopting the BSI Kitemark?

*KEY	ANSWER(S)	RESPONSES / PERCENTAGE
1	Yes	8 / 100%
2	No	0 / 0%
TOTAL		8 / 100%



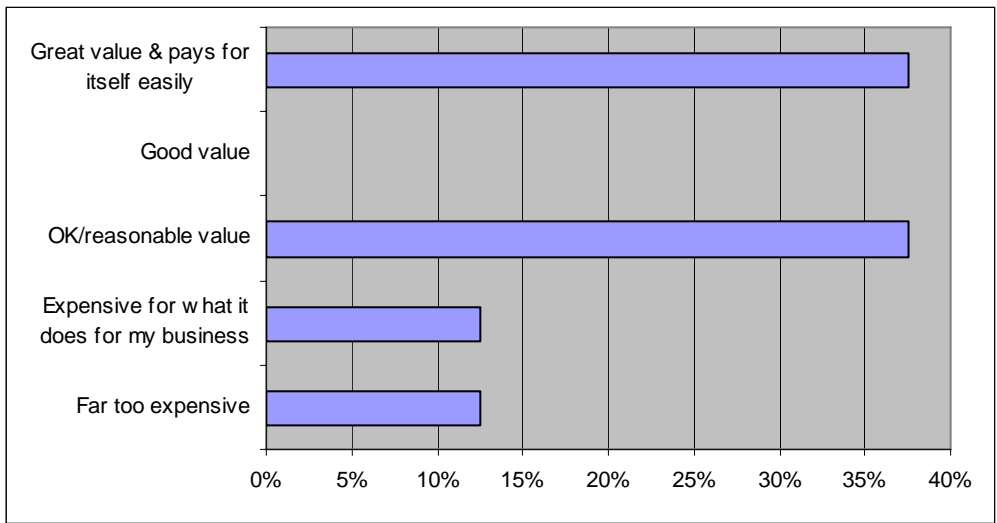
## I will be renewing my Kitemark licence next year -

*KEY	ANSWER(S)	RESPONSES / PERCENTAGE
1	Definitely	7 / 88%
2	Probably	1 / 13%
3	Not sure/dont know	0 / 0%
4	Probably not	0 / 0%
5	Definitely not	0 / 0%
TOTAL		8 / 100%



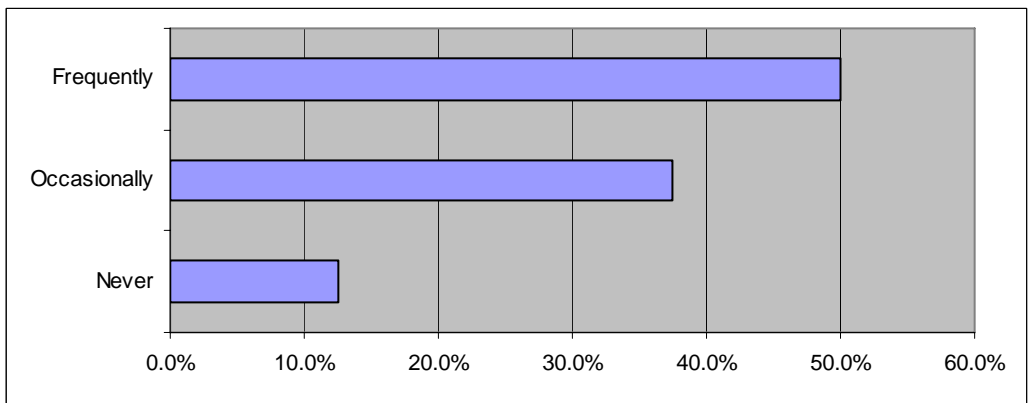
### In terms of cost, do you think the Kitemark is-

*KEY	ANSWER(S)	RESPONSES / PERCENTAGE
1	Great value and pays for itself easily	3 / 38%
2	Good value	0 / 0%
3	OK/reasonable value	3 / 38%
4	Expensive for what it does for my business	1 / 13%
5	Far too expensive	1 / 13%
TOTAL		8 / 100%



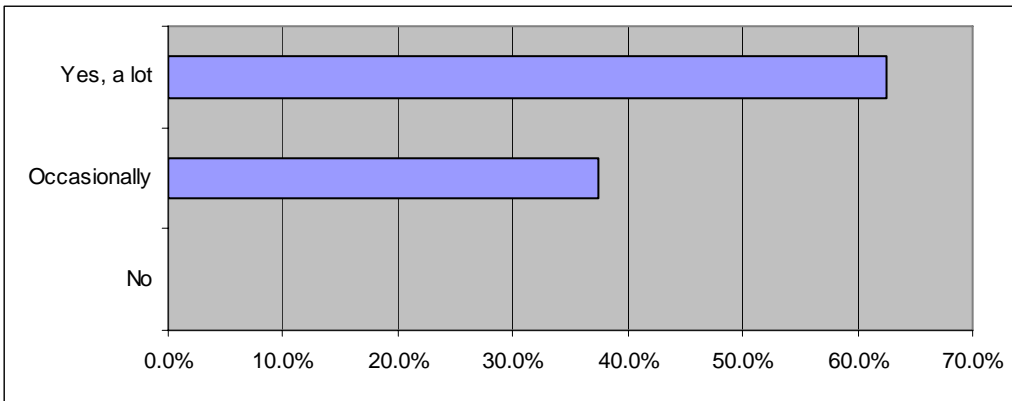
### My customers have made comment about the Kitemark....

*KEY	ANSWER(S)	RESPONSES / PERCENTAGE
1	Frequently	4 / 50%
2	Occasionally	3 / 38%
3	Never	1 / 13%
TOTAL		8 / 100%



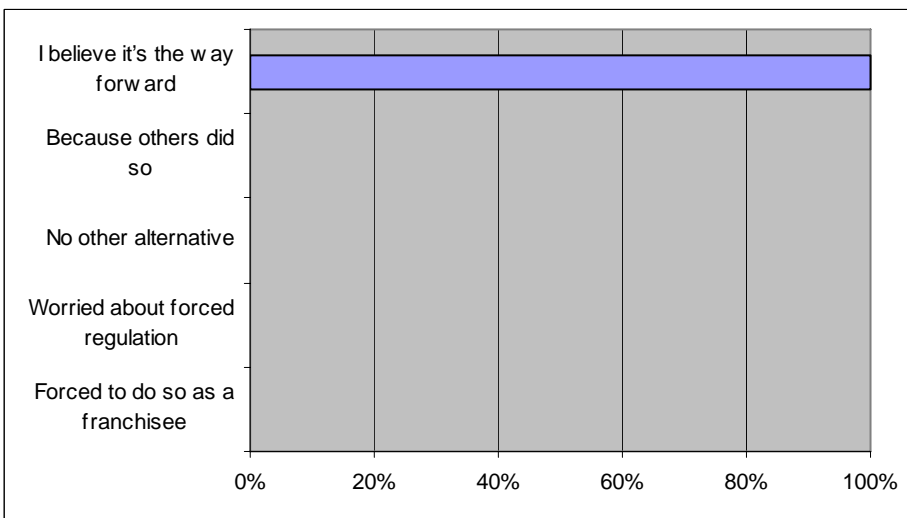
## Have you used and displayed the Kitemark to advertise your business?

*KEY	ANSWER(S)	RESPONSES / PERCENTAGE
1	Yes, a lot	5 / 63%
2	Occasionally	3 / 38%
3	No	0 / 0%
TOTAL		8 / 100%



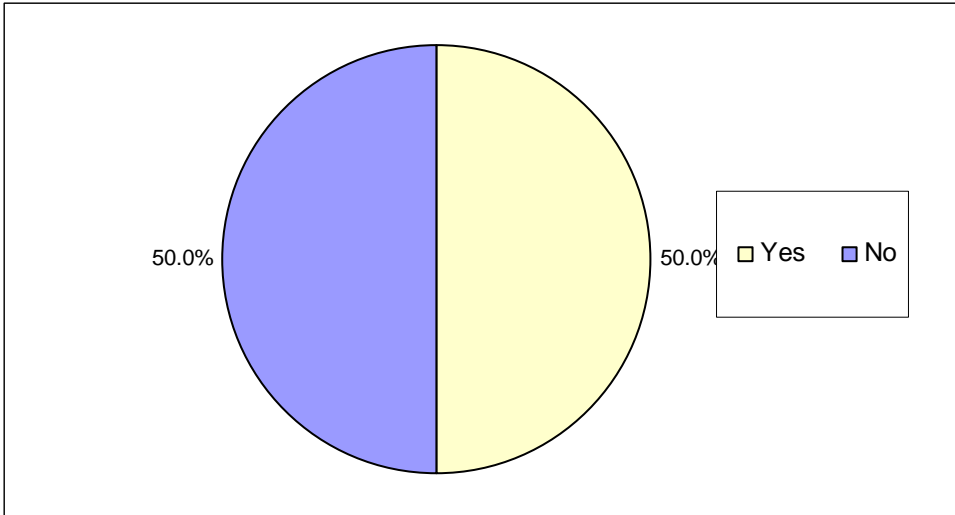
## I chose the kitemark scheme because.....

*KEY	ANSWER(S)	RESPONSES / PERCENTAGE
1	I believe its the way forward	8 / 100%
2	Because others did so	0 / 0%
3	No other alternative	0 / 0%
4	Worried about forced regulation	0 / 0%
5	Forced to do so as a franchisee	0 / 0%
TOTAL		8 / 100%



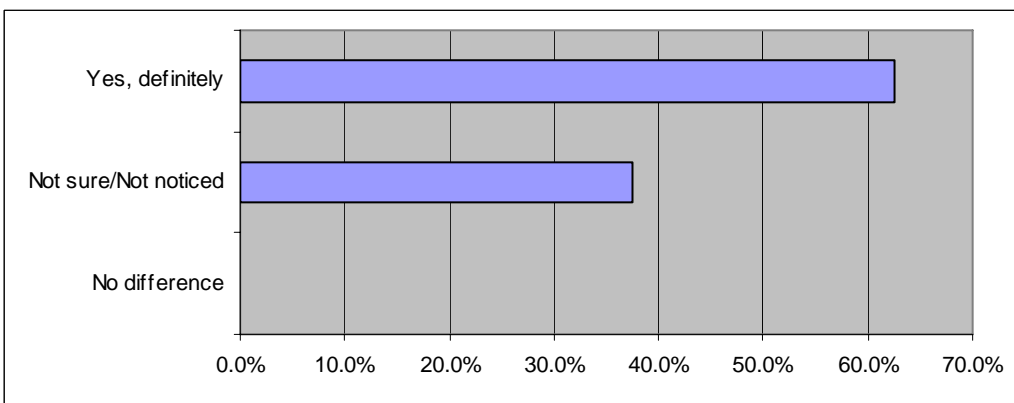
## I have had a lot of new customers since achieving Kitemark status

*KEY	ANSWER(S)	RESPONSES / PERCENTAGE
1	Yes	4 / 50%
2	No	4 / 50%
TOTAL		8 / 100%



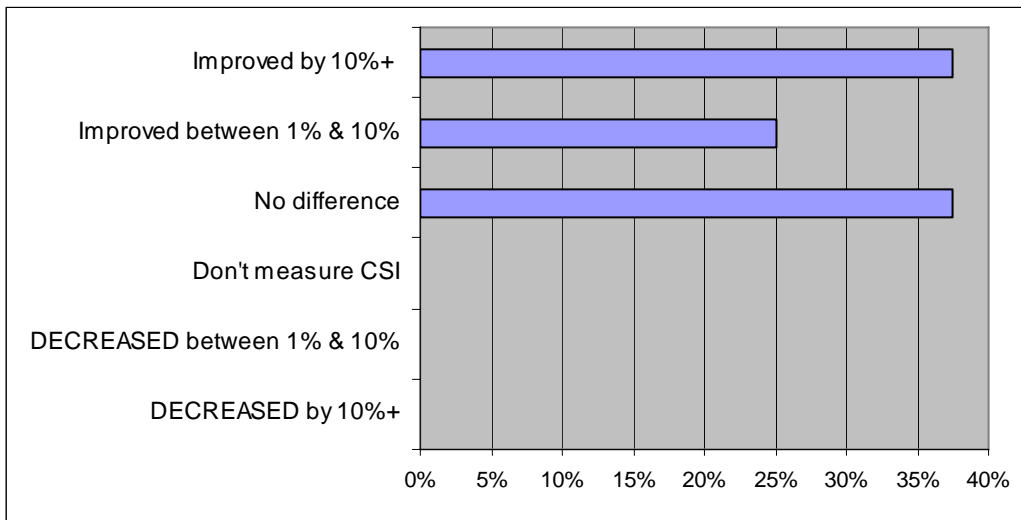
## My customers seem more trusting of me and my staff

*KEY	ANSWER(S)	RESPONSES / PERCENTAGE
1	Yes, definitely	5 / 63%
2	Not sure/Not noticed	3 / 38%
3	No difference	0 / 0%
TOTAL		8 / 100%



## My CSI results have.....

*KEY	ANSWER(S)	RESPONSES / PERCENTAGE
1	Improved by 10% +	3 / 38%
2	Improved between 1 and 10%	2 / 25%
3	No Difference	3 / 38%
4	Dont measure CSI	0 / 0%
5	DECREASED between 1 and 10%	0 / 0%
6	DECREASED by 10% +	0 / 0%
TOTAL		8 / 100%



## Please add any other comments below

- We see having the kitemark more as a badge of our professionalism than anything else.
- What is CSI
- The kitemark is too expensive to attract large numbers of potential licencees. Surely, if you reduced the cost and marketed the scheme more productively you would encourage more motor business to sign up.
- Being part of the BSI has made all of us more aware of our responsibility towards the public and has increased our confidence, It has also increased public confidence in us making trading less stressfull, after heavy advertising we are now seing a build u
- The Kite mark is the single most important business decision i have made since purchasing my premises,not only has it raised customer awarness at has implemented a business system that benefits my company and my customers.
- It needs to be advertised more to the general public as they don't know what it means yet, and don't understand it.