

BUSINESS OF THE MONTH

FRIEDERS REPAIR

This Month I asked Darwin Frideres from Frideres to be "Business of the Month"

I gave him a list of questions to answer as we all know how busy this man is. I am very grateful he was able to answer my questions and be a part of this feature!!

What made you decide to pursue this profession?

Love to see how things work

How long have you been in this carrier?

1992

Why own your own business rather than work for someone else?

To make more money

What is your favorite thing about working here?

The people, very supportive

Who do you consider your top competitor, and why?

Small towns, people leaving not staying and work out of town

Where do you think the company is headed in the next 5 years?

To maintain and to be electric car ready

Can you tell me more about the day-to-day responsibilities of this job?

Phone, schedule, accounts payable/receivable, estimating, pricing, ordering parts

How do you market your business? How are people aware of your business?

Word of mouth, paper, radio and promo gifts

How do the economic environments impact your business?

Farming town/community Farming prices good we do good

How do the technological environments impact your business?

The cars are so advanced, more high tech tools time and money

Are you a main working employee or do you more or less supervise?

One employee

How long have they been with you?

10 Years

What is your management style?

Relax, try to have fun and joke

What made you choose Wesley Iowa as your current location?

The building was ready to go as a shop from previous owners

Does your company help the community where it is located?

Yes, we are right off main street

Can you describe your customers?

Supportive, calm and understanding

Why do your customers select you over your competitors?

Price, we are honest and to support an in town shop

Have you ever turned down a client?

No

What are the biggest issues for running this business?

Getting the parts for the same day, no parts store

If something happens to you, what will happen to your business?

I would try to find a new owner

If you had one piece of advice to someone just starting out, what would it be?

Don't be afraid to stay small

Anything you would like to tell your customers?

THANK-YOU!!

Thank-you Darwin for being a part of our small town!