

J&K Auto Repair Marketing Plan

1. Marketing plan summary

J&K Auto Repair (J&K) will build a customer base made up of local community members and drivers on the nearby highway. It will establish a reputation of a trustworthy business with an experienced staff and competitive prices. J&K will gain an advantage over its competitors by being one of the only local shops to offer both auto repair services and auto parts for sale.

2. Market research

The Bureau of Economic Analysis and Bureau of Labor Statistics show that many members of the local community work for the nearby university. These jobs pay well, and many university employees earn well above the area's cost of living. There is a strong market for non-student residents.

Half of the university students have a car on campus. The university is roughly a two-hour drive from the nearest major city, which means many students drive long distances for internships and to visit family.

3. Target market

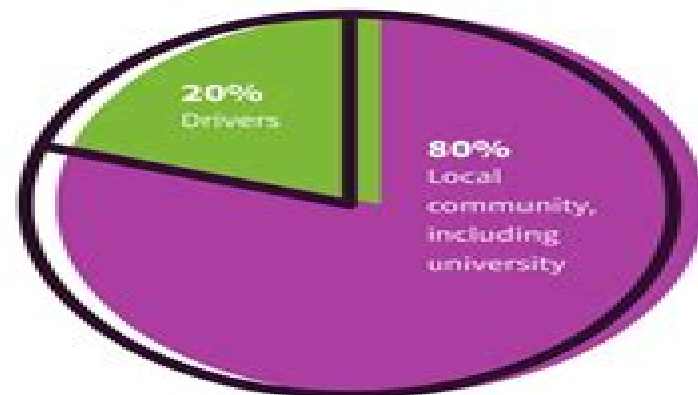
J&K estimates that 80% of its customers will come from the local community, including the university, while the remaining 20% will come from drivers on the nearby highway.

3.1 Local community

The local community members represent the largest share of J&K's customer base, and are the best opportunity for repeat customers.

3.2 University students and staff

J&K is located near a university. Creating awareness about the business on campus will turn students and university staff into customers.



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ABOUT THE AUTHOR Paul Fifield has been extensively involved in strategic marketing training and education since 1980 His professional assignments have ranged from marketing strategy development for some of the UK's largest companies through to projects in market segmentation and branding to top level in company strategy development programmes and workshops He has advised clients in a wide range of industries including aviation banking brewing business services computing and software construction economic development housing hotels and catering insurance publishing retailing household appliances telecommunications tourism and utilities Paul is also Visiting Professor of Marketing at the University of Southampton and at the Collège des Ingénieurs in Paris

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Author Index Subject Index and Abbreviations are incorporated at the end of the book **Production & Operation**

Management Navin Kumar Dev ,2025-06-01 Daily Graphic Ransford Tetteh,2011-02-21 Entrepreneurship

Development Dr. J.D. Wadate I Er. Rahul Wadichar I Dr. Mukul Burghate, Entrepreneurship is a discipline with a knowledge base theory It is an outcome of complex socio economic psychological technological legal and other factors It is a dynamic and risky process It involves a fusion of capital technology and human talent Entrepreneurship is equally applicable to big and small businesses to economic and non economic activities Entrepreneurship lies more in the ability to minimize the use of resources and put them to maximum advantage Without any awareness of quality and desire for excellence consumer acceptance cannot be achieved and sustained Above all entrepreneurship today is the product of teamwork and the ability to create build and work as a team The entrepreneur is the maestro of the business orchestra wielding his baton to which the band is played It is in this context a study Material on introduction to the subject Entrepreneurship Development is presented to the students of Professional Post Graduate MBA degree The book contains the syllabus from basics of the subjects going into the intricacies of the subjects All the concepts have been explained with relevant examples and diagrams to make it interesting for the readers An attempt is made here by the authors to assist the students by way of providing Study Material as per the curriculum with non commercial considerations However it is implicit that these are exam oriented Study Material and students are advised to attend regular class room classes in the Institute and utilize reference books available in the library for In depth knowledge We owe to many websites and their free contents we would like to specially acknowledge contents of website www.wikipedia.com and various authors whose writings formed the basis for this book We acknowledge our thanks to them At the end we would like to say that there is always a room for improvement in whatever we do We would appreciate any suggestions regarding this study material from the readers so that the contents can be made more interesting and meaningful Readers can email their queries and doubts to our authors on tmcnagpur@gmail.com We shall be glad to help you immediately Sr J D Wadate I Er Rahul K Wadichar I Dr Mukul Burghate Authors **Advances in Management**

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