

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

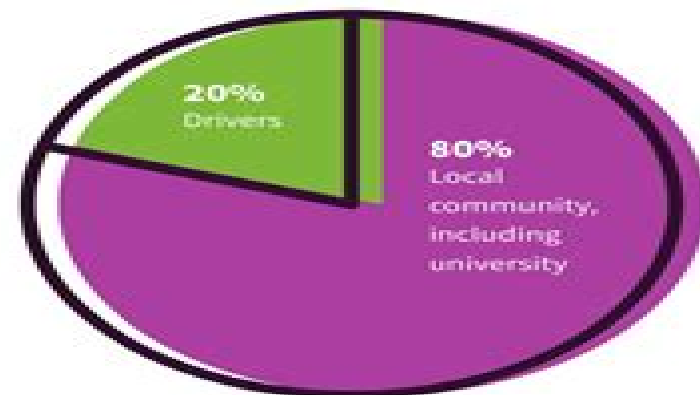
J&K estimates that 80% of its customers will come from the local community, including the university, while the remaining 20% will come from drivers on the nearby highway.

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.



Marketing Strategy Project Report

Prabhu TL



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Marketing Strategy Masterclass Paul Fifield, 2008 This is a highly structured fully developed practical companion to Fifield's successful Marketing Strategy. It can however stand alone for those executives whose needs are for guidance on implementing marketing strategy rather than doing the background thinking and covering the key conceptual issues.

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Production & Operation Management Navin Kumar Dev, 2025-06-01 *Advances in Management Accounting* Marc J. Epstein, Mary A. Malina, 2016-04-11 Volume 26 of *Advances in Management Accounting* examines a broad spectrum of current topics in management accounting. 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

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