

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

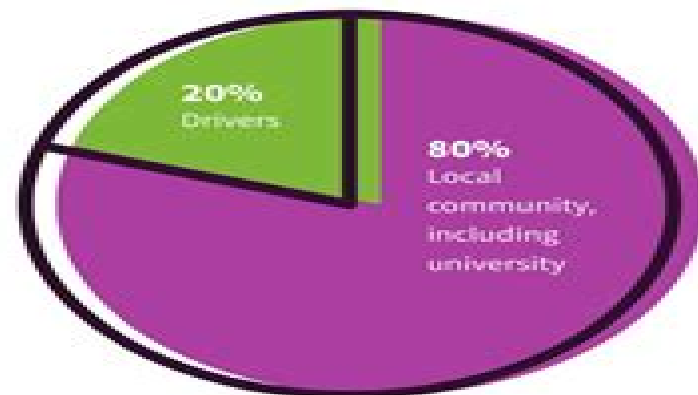
J&K estimates that 80% of its customers will come from the local community, including the university, while the remaining 20% will come from drivers on the nearby highway.

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

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