

MARKETING PLAN

MARKET SEGMENTATION

FOUR P'S

Owners of Luxury car

Luxury car owners who require constant maintenance.

1

PRODUCT

Offer diverse and which are customized, eco-friendly, and high-quality for all ages & interests of people.

Customers looking for ways to increase resell value for the car.

Consumers seeking to increase reselling value for their cars.

2

PRICES

Prices are Competitive, segmented by income which is affordable, premium, and value-driven

Rental Car Services

Car hiring companies.

3

PROMOTION

- Formulating a marketing strategy.
- Conduct a marketing seminar.
- Analyze a promotional strategy.

Companies which operate company vehicles

Business with company my cars.

4

PLACE

- Our hub is easily accessible to everyone.
- Access to parking, near market
- Use of intensive and indirect distribution.