MY COMPANY MARKETING PLAN

**Introduction**

A business plan is an ordained schedule that highlights business operation activities, laying the foundation for various activities and objects that help business management. A business plan states the business's mission and vision, highlighting essential aspects such as the marketing objectives, the ideal customers, competitors, value proposition, and the potential tactics to reach the overall set plan. A business plan identifies various timelines such as the beginning and planning phase, execution and implementation, and marketing strategies. The dealership marketing plan will revolve around California in the US for this particular plan.

**Marketing Objectives**

The marketing objectives will highlight key aspects of the entire business plan, such as the metrics, deadlines, and any other contextual aspects such as demographics, location, and age. The marketing objectives identify the aim and the agenda of the overall plan, which helps manage the business as it progresses through implementation. Some identified key objectives for the car leadership business project include the following:

**Metric—To improve transport and flexibility in movement**

The prior identified area—California, has been undergoing various transportation challenges. The population has been experiencing a delay in the waiting bays, which has led to time wastage. The state has a large population but, therefore, a need to implement a car dealership business to meet the movement challenge facing the large population.

**Context, audience—To give the population personal freedom and accessibility**

A car dealership project aims to sell personal means to the people, which improves privacy and accessibility to designated places. Private cars, unlike public means, are more private and comfortable.

**Deadlines—To ensure that the car dealership business project achieves a stable market**

The project deadlines are—the planning and initiation phases are from the 15th of April to the 15th of December. By the end of the project implementation phase, the project should be operational and have achieved a stable market for operation.

**Ideal Customer**

**Demographics**

The project will be targeting the young and the older age family members who are either in their early working years or retirees. Middle-class families are also targeted—they need privacy and freedom of movement.

**Geographic**

The project will target mainly those people living in California in the United States.

**Interests**

The target population will be mainly the families interested in traveling and fun traveling activities such as family vacations. The young population's target interest will be those interested in traveling hobby activities such as hiking.

**Value proposition**

 Problem—to solve transport and flexibility challenges within the region by ensuring freedom and accessibility at any time.

Solution—providing cheap and convenient transport at any time.

Benefit—improved transport accessibility at any time of the day and improved freedom in private means.

**Tactics**

Purpose—the major car brands that the firm will center on selling include Toyota Prius, Nissan Sentra, Nissan Versa, and Hyundai.

**Traditional advertisement**

Among the top advertisement, channels will include the local tv channels, billboard posts by the roadside, and radio announcements.

**Online advertising**

Some online advertising means will include social media ads, social media platforms such as the Facebook and Instagram pages, and emails to potential customers.

**Email marketing**

The firm will send random emails to potential audiences, enlightening them of the business deals and some offers and promotions.

**Social media**

The firm will have a Facebook and an Instagram accounts page that will introduce the firm and give any relevant information.

**Collateral**

After the firm opens, there will be a compulsory offer and promotion for all products at a 30% discount.

**Events**

Annually, there will be offers and promotions targeting the three most sold-out products. There will also be a customer competition platform to award the most frequent customers.

**Sponsorship**

The firm will be collaborating with the local authority council to ensure legality in operation. The council will also offer some amount to cater to management.

**Roadmap**

**Budget**

Each month will have an overall budgetary plan of $100,000, meaning the total budget plan for the project will be $900,000. The amount mentioned above will cater to planning, management, and execution plans initiated in the project.

**Timing**

The planning and implementation phase will be from April 15th to May 15th. The plan execution will run from May to September—market entry, advertising, and plan execution. For the remaining two months will, until December 15th will be monitoring and evaluating.

**Metrics**

For the plan evaluation and monitoring, there should be increased brand familiarity with its customers and increased customer numbers each day.