

Marketing Approach for HH Vehicle Repairs

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1. Market Segmentation

For my garage, I divide the local market mainly by vehicle ownership and usage. The main segments are:

- Local working adults and families who need reliable cars for daily use
- Taxi drivers and self-employed drivers (like myself in the past) who rely on vehicles for their income
- Elderly residents who need trust and convenience when it comes to car repairs

2. Targeting

My primary audience is local working adults and taxi drivers. These groups regularly need repairs, value quick turnaround, and are likely to return if the service is trustworthy and affordable. They also refer friends if happy.

3. Positioning

What sets HH Vehicle Repairs apart is my background as a taxi driver and mechanic, so I understand the pain of being stuck without a car. I promise fair pricing, honest communication, and fast, dependable service so customers feel confident and never left in the dark about their vehicle's condition.

4. Reaching Your Audience

- Channels: I use local flyers, WhatsApp groups, referrals from taxi bases, social media (mainly Facebook), and a basic website with my contact and online booking.
- Promotion: To attract customers, I offer a loyalty card (discount after several visits) and recommend-a-friend deals. I also do free quick car checks at local events or car washes to get my name known.