

SWOT ANALISYS

S.

- It is endowed with parking, on the contrary the competitor has got a parking place problems.
- He does the upholstery (tapicería) cleaning using a better machine than competitor's.
- He has a wider place, up to three cars, than competitor's.
- The quality of the cleaning is better than in fast cleaning machines.

W.

- It's less known than competitor (Rocha) due to the fact that it's a new business. (only one year).
- The staff is young, and it can cause unreliability.
- The time that spends the washing by hand is longer than machine's.
- The opening hours are shorter than in petrol stations (saturday afternoon and sunday closed).

O.

- It is a young business in expansion.
- There's a little competition, only Rocha as a direct competitor and petrol stations.
- Wide and growing market, there's more and more people and there are more and more cars in Miranda, due to the prices of the houses and the flats comparing with Vitoria.
- It is endowed with a usefull room that is not being used actually.
- Possibility to extend offers.
- Possibility of going on advertising in the paper with no cost.
- The possibility that internet gives to all the businesses to get known.

T.

- Depending on the attractiveness of the market there is a posibility for competitors to appear.
- The fast- washes (machines) are better and better, in terms of speed, quality and price.
- In drought cases the watter can be cut (it has already happen).

PRICING POLICIES

The objective he pursue throught it's pricing is the maximum sales growth that is also called market penetration pricing and it is normally used to maximize the growth.

The pricing method he uses is the growing rate pricing, which is a pricing method in which the firm pays less attention to it's own cost and basis it's prices on competitor's prices, in this case that competitor is Rocha, who was in the market before.

It is not neccessary for limpiauto to set a psychological price.

Regarding the product mix pricing, we have to point the enceraoup, because in this product they use the by product pricing method which consist on fixing the price depending on the value of the main product, in this case, the wax.

ESTUDIO DE LAS DISTINTAS OPCIONES

- **Radio-:** The radio is a good channel to make this business known, and it gives you the possibility to get to the most of your target audience focusing it in a local radio. Is a very adequate channel because a lot of people listens the radio while they are in the car, or at home.

Slogans: you can have a brand new car for less than you pay for... (si se te ocurre algo ponlo) No seas marrano! Y ven a lavar tu coche a mano. LIMPIAUTO y estrena coche todos los días. LIMPIAUTO su coche como los chorros del oro.

- **T.V.:** Here we will have to focus it in a local tv channel (telemiranda). It is a good communication channel to get to the target audience.

Ads: Here we can show the facilities, and the staff , while we listen a voice giving details of the services they provide, the opening hours, the telephone number, and the location.

- **Papers:** It is a good and a cheap media, he is actually using the advertising on LA VOZ DEL EBRO, using the whole left page to get known the services they provide, the opening hours, the telephone number, and the location of the business. When he achieves the objective of get known he will be able to change the ad's format and objective. For example, he can focus the ads on the first step of the communication objectives, the preference. Differentiating the quality of the services they provide from the competitor Rocha or simply highlighting the quality of the services.
- **Internet:** It is the newest way of advertising, it allows you to get known in a very wide context, perhaps wider than this business needs, but internet is always an alternative to take in account.

Ways: There are several ways to advertise your product in internet. The first one is to create your own web page that can be visited by all the people who is interested in, but I think that it is not a good way in this case. Another possibility is to advertise in an existing web. Here we will have to find a web which a lot of people of Miranda visits, for example, the Miranda's council web (if it exists), or in a web formed by any kind of groups or associations in Miranda.

- **Direct marketing:** It is a very appropriate way of advertising this kind of local businesses. There are several ways of direct marketing.

Ways: It is a very good way to make the most of the upholstery cleaning, visiting hotels, pubs..., to volunteer their services in this area.

Another way is using flyers, there are two appropriate ways to use the flyers for this business. One is to locate the flyers in the windscreen wiper, this is a very good idea if we take in account that the people who has a car is the widest target market of this business. The other way is to locate them in the mailboxes and it is usefull too to get to the other target audience, the target audience related to the upholstery cleaning.

ACCIONES DE MARKETING ACTUALES

Actually he is using three types of advertising which are: ads in local papers, buzoneo, and flyers in the windscreen wiper. These three advertising types are low costing, it is due to that he uses the affordable method to set the total promotion budget, this method consist on setting the advertising budget at the level that the company thinks that will be able to afford.

- **Ads in local papers:** (free) The objective are the awareness and the knowledge, which are the first two stages of the communication objectives. The ads in papers are clasified as non personal communication channel, and within the non personal channels, as print media. The ads contain information about the services they provide, the opening hours, the telephone number, and the

location of the business. He uses the whole left page to get known this information.

Cost -! 0

- **(buzoneo):** (low cost) The objective are the awareness and the knowledge, which are the first two stages of the communication objectives. It is usefull to get to the target audience related to the upholstery cleaning.

Cost -! no tengo esta información

- **Flyers in the winscreen wiper:** (low cost) The objective are the awareness and the knowledge, which are the first two stages of the communication objectives. This is a very good way due to the fact that people who has a car is the widest target market of this business.

Cost -! no tengo esta información

The offers and discounts are related with the upholstery cleanning, it is due to he wants to highlight and to power this service.

- **10% discount in house upholstery:**

Cost -!

- **Free freshener with upholstery cleanning:**

Cost -!