



**IMC Group Project**  
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## **Executive summary**

CarKit is a new business located in Halifax, Nova Scotia, that sells roadside assistance kits. Our kits include basic survival and roadside assistance tools and a roadside assistance guidebook and app.

We have partnered with companies such as Canadian Tire, CAA and Kent Building Supplies to provide our customers with the highest quality of roadside assistance kits. Our kits can be purchased in store with our partners or online at [www.carkit.com](http://www.carkit.com).

Our goal is to encourage young and new drivers to be as well prepared and confident as possible while they're on the road. In a sticky situation we want our customers to feel like they have a professional with them every step of the way.

To attract new customers we promote our products on a number of social media platforms, through sponsorships, by direct outreach, and paid advertisement.

CarKit brings a fresh, modern take on roadside assistance kits with easy-to-follow instruction that can literally save your life in an emergency situation.

Our marketing plan outlines the environment in which our product competes, its objectives, its strategies and our methods for promotion and success.

## **Situation analysis**

CarKit is a business based out of Halifax, Nova Scotia that sells roadside assistance kits to assist drivers in case of emergency. Our roadside assistance kit includes a kit for a vehicle's trunk and glove compartment, a troubleshooting booklet and a roadside assistance app. The booklet and the app are produced by CarKit, while the components of the kit are sourced through our sponsorship with Canadian Tire, CAA and Kent. Our kits include the most affordable options that pass our rigorous standards for safety and durability.

CarKit sets itself apart from its competitors by offering a modern, easy-to-use product. Our kits will include survival tools and an easy-to-read emergency guidebook with interactive QR (quick response) codes. For example, if a driver blows a tire and needs help they can scan the QR code in the guidebook with their phone and watch a 'how to' video to assist them. We know car trouble can be stressful and overwhelming at times,

our goal is for our customers to feel like they have a professional with them every step of the way.

CarKit plans to advertise through media relations on local radio stations, printed materials such as brochures, posters and flyers, social media channels, email marketing and promotion from our sponsors.

## **CRESTN**

### **Competitive Landscape:**

There are several prepackaged emergency kits on the market, ranging in price from \$20 to over \$100 depending on the amount and quality of the included components. These kits are available at stores such as Canadian Tire, WalMart and Costco, and may be ordered online on Amazon. CarKit is available for \$50.

Branded emergency car kits are not really advertised. Instead the idea of a car kit is promoted in government and non-profit PSAs. A quick search on YouTube results in several videos about car emergency kits, how to assemble one, how to use the components, and the importance of having one. These videos come from a variety of YouTubers, car specialists, DIY bloggers, mommy bloggers and hardware store blogs, to name a few.

There are several car repair apps available, both free and paid. However quality of information and helpfulness varies among them and many are not easy to understand and have low consumer ratings.

### **Regulatory:**

The Department of Safety and Emergency Preparedness government website recommends that everybody have an emergency kit in their vehicle at all times.

### **Economic Factors:**

New cars sales have dropped slightly in Nova Scotia between January 2017-18 (to 2671 from 2914) but have increased in the rest of Canada. Also, despite the stereotype that millennials are killing every old industry, they are still buying cars. This is relevant because the only people who need emergency car kits are people who own cars.

## **Social Trends:**

As mentioned above, people are buying cars, even if there are trends to go carless in the cities people still like to own cars for vacations and road trips. Also, car ownership is popular and necessary for people who live in rural areas.

## **Technological Factors:**

Many people have smartphones and try to get as much use out of them as they can. There is a demand for apps that are useful and easy-to-use. Many cars have built in roadside assistance like OnStar.

## **Natural Factors:**

While some people choose to go car-free for environmental reasons, cars are still very necessary and therefore there is a market for emergency car kits. Today's consumers are more environmentally savvy than ever so components that are included in CarKit are built to last so that they do not need to be replaced often.

## **References:**

<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/econ58a-eng.htm>

<https://www.cNBC.com/2017/08/30/millennials-like-buying-cars-after-all.html>

## **Roadside Assistance Kit Contents**

### **Trunk Case Components:**

- First Aid Kit
- Bottled water
- Energy bars
- Jumper cables
- Candle in a deep can with matches
- Roadside assistance guidebook that includes an emergency plan, how to fix car troubles, and clear, easy to follow diagrams printed on water-resistant paper
- Scraper/shovel tool
- Thin/warm blanket
- Toque and gloves
- Whistle
- Emergency warning lights (LED flares)

**Glove compartment components:**

- Solar rechargeable USB cell phone charger
- List of emergency phone numbers
- Roadside assistance guidebook
- Flashlights (wind up)

**Online components:**

- Roadside assistance app.
- QR codes in guidebook

Customers will need to register their kit upon purchase. They will then receive an email, text or phone call (whatever they prefer) with a reminder every every six months to replace the water and energy bars in the kit.

**What makes ours different:**

Modern day roadside assistance kit, targeted to new drivers. Our goal is to arm new drivers with basic roadside emergency equipment and knowledge so they can handle unexpected car troubles with confidence, even if their smart phone is out of power or reception.

**Objectives**

- To sell 10,000 CarKit units to new and existing drivers in the first four months of launch by securing a partnership with private driving schools by August 2018.
- To increase brand awareness through a strong digital campaign starting in March 2018 providing digital content and influencer marketing on social media platforms, guest blogging and an app to ensure that CarKit resonates within the market and becomes synonymous with car safety.

**Key Messages**

- CarKit is a socially responsible brand that ensures the safety of its users and the safety of other drivers by donating 30 percent of proceeds to MADD Canada.
- CarKit is Nova Scotia’s leader in easy-to-use car safety.
- CarKit is committed to helping customers meet their most pressing automotive challenges with durable and quality tools.

**SWOT**

<p><b>Strengths</b></p> <p>Safety for new young drivers          User friendly          Situationally accessible          Multi purpose based          Cost effective          Present on social media          Sponsorship          Compact          Socially responsible          App</p>	<p><b>Weaknesses</b></p> <p>Solar power dependent on environmental factors          Target towards a younger market potentially missing demographics</p>
<p><b>Opportunities</b></p> <p>New partnerships          Educational seminars          Expanding to new social platforms          Modern take on car safety</p>	<p><b>Threats</b></p> <p>Competing safety brands          Free YouTube tutorials          Having built-in services like OnStar might make drivers believe they have all the emergency planning they need</p>

## Strategy

- 1. Promotion:** Market our product to build awareness and interest in the market; stress brand difference and benefits; create a presence on social media; partnerships/sponsors.
- 2. Build and maintain a customer base:** Direct outreach and discounts.
- 3. Increase sales:** Sales promotion (student discounts and specials), and sales incentives for staff.

## Tactics table

<b>Strategy 1: Promotion; market our product stressing brand difference and benefits</b>		
<b>Tactic/vehicle</b>	<b>Audience</b>	<b>Cost/time</b>
Media relations/advertising on local radio stations	Young/teen drivers, parents, new (adult) drivers, car owners and drivers	30-second ad 20 times a week for a year: <b>\$250 per week</b>
Brochures, posters and flyers	Young/teen drivers, parents, new (adult) drivers, car owners and drivers	1000 x brochure 1000 x posters 1000 x flyers <b>.20 x 3000: \$600</b> One time/as needed
Social media presence: Facebook, Twitter, Instagram	Young/teen drivers, parents, new (adult) drivers, car owners and drivers	Ongoing
Email marketing (encouraging the use of our product throughout the year)	Young/teen drivers, parents, new (adult) drivers, car owners and drivers, returning customers	Ongoing

<p>Promotion by sponsors: Canadian Tire, Kent and CAA sponsor us for items/tools in the kit. We offer our sponsors brand recognition and promotion (shout outs on social media and in advertisements, logo placement on products and tools).</p>	<p>Young/teen drivers, parents, new (adult) drivers, car owners and drivers</p>	<p>Partnership Ongoing</p>
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**Strategy 2: Build and maintain a customer base**

<b>Tactic/vehicle</b>	<b>Audience</b>	<b>Cost/time</b>
<p>Direct outreach</p>	<p>Potential customers, driving schools, young/teen drivers, parents, new (adult) drivers, car owners and drivers</p>	<p>Ongoing</p>
<p>Product launch event</p>	<p>Potential customers, Young/teen drivers, parents, new (adult) drivers, car owners and drivers</p>	<p>Snacks/decorations: <b>\$200</b> One day</p>
<p>Discounts to students and special offers to new drivers/car owners</p>	<p>Potential customers, Young/teen drivers, parents, new (adult) drivers, car owners and drivers</p>	<p>Ongoing</p>
<p>Referral program with money incentives</p>	<p>Potential customers, Young/teen drivers, parents, new (adult) drivers, car owners and drivers</p>	<p>Ongoing</p>

### Strategy 3: Increase sales

Tactic/vehicle	Audience	Cost/time
Weekly/monthly/yearly sales goals	CarKit employees	Ongoing
Distribution: sell products in store, online, and through the phone app.	Potential customers, Young/teen drivers, parents, new (adult) drivers, car owners and drivers	Ongoing
Personal selling	Potential customers, Young/teen drivers, parents, new (adult) drivers, car owners and drivers	Ongoing
Sales incentives for employees	CarKit Employees	Ongoing
Free trial for the roadside assistance app.	Potential customers, Young/teen drivers, parents, new (adult) drivers, car owners and drivers	Ongoing
Sales promotions	Potential customers, Young/teen drivers, parents, new (adult) drivers, car owners and drivers	Ongoing

## Budget

**Overall budget:** \$25,000

**Funding source:** Personal savings and business loan

<b>Budget breakdown</b>		
<b>Item</b>	<b>Cost per unit</b>	<b>Total cost</b>
Media relations/advertising on local radio stations	30-second ad 20 times a week for a year <b>\$250 per week</b>	\$13,000
1000 x brochure 1000 x posters 1000 x flyers	<b>.20 x 3000: \$600</b>	\$600
Product launch event	Snacks/decorations: <b>\$200</b>	\$200
Total expenses		\$13,800
Contingency (5%)		\$4,000
Total before tax		\$17,800
Tax		\$2,670
<b>Total with tax</b>		<b>\$20,470</b>
<b>Remainder</b>		<b>\$4,530</b>

## Live reenactment - script

### LIVE INTRODUCTORY SKIT

*Jacqueline (Jac) is a woman driving alone who's car stops running unexpectedly, leaving her stranded on the side of the road.*

*Jen (Jen) appears as a guardian angel/fairy godmother type to save Jac with the contents of the CarKit*

Jac: *driving...looks worried that something is going wrong with her car*

Oh no! Something is wrong with my car!

*Mimes pulling over.*

Well this sucks! My car just stopped working!

Jen: *appears as if out of nowhere.* Don't worry, Jacqueline! You're actually very prepared!

Jac: *gestures at her phone.* Well, yeah, I'm just going to call my mom... oh no my phone is dead!

What am I supposed to do now?

Jen: Well, I'm glad you asked Jacqueline! Your mom was already looking out for you and got you a CarKit

*Points to case on seat next to Jac*

Jac: *notices the case* How did I not see this here before?

Jen: CarKit is an all-in-one emergency kit that, really, everyone should have in their car. We've got you covered for a number of emergencies.

Jac: Well my phone just died

Jen: Well just plug it in to this portable charger. And just in case it's out of power, it's got solar panels for recharging.

Jac: Cool.

Jen: Now check out this handy emergency guide. It's got step by step instructions on a bunch of common roadside problems and see on this back page are some important phone numbers in case you manage to borrow someone's phone.

Jac: Well that's great but it's starting to get dark now

Jen: Good thing you've got a flashlight! And here are a couple of emergency warning lights to place around your car.

Jac: Wow, there's also an emergency kit, jumper cables and water bottles and a bunch of other things I won't get into because I think Katie and Zoe are going to talk about them later!

Jen: Because you never know just what might happen.

Jac: I'm starting to get a bit cold.

Jen: *pulls out 'blanket'* Well CarKit's got you covered—literally.

Jac: Oh this is quite cozy. And my phone's working again! Wow! I never knew I could feel so confident breaking down on the side of the road before!

Jen: If you love your kids, you'll make sure they won't get behind the wheel without a CarKit Emergency Car Kit in their vehicle. Did you also know that a portion of proceeds will go directly to MADD?

Jac: I need to tell my friends about CarKit!

Katie: Thanks Jen and Jacqueline... *moves in to powerpoint*