**Client Needs Analysis**

Client: ABC Tire and Brake

Account Executive: Alan Duthie

 Date: April 10, 2014

**Customers**

Clearly define target demographic and customer groups – include brief description of each. What does an average customer look like & why specifically are they coming to you? Tire Service is Men 25+, Brakes are Adults 35 – 50, Service Work is Adults 25 - 54

Rank Customer Groups by % of Business (note growth opportunities)

|  |  |  |  |
| --- | --- | --- | --- |
| **Age Group** | **Total % of Business** | **Male %** | **Female %** |
| 18 – 34 | 10% | 80% | 20% |
| 25 – 54  | 45% | 60% | 40% |
| 35 – 49  |  |  |  |
| 35 – 64 | 45% | 65% | 35% |
| 65+ |  |  |  |

**Competencies**

What do you do best? What do you do that no one else does? One on One discussion with customers – what do they really need, not what do I need to sell

What do you do that generates the most profit? Highest profit margin is in vehicle service – largest percent of business is as a tire shop (vehicle service is growth opportunity)

What do you do well that no one knows about?

Unique touch is that any vehicle with you for the whole day gets washed and detailed

**The Sales Numbers:**

What is your average ticket or average sale? Tire Shop - $350 Service Work - $500

What is your gross margin or markup? Tires – 80%, Parts & Labour – 100%

What would you say is your average closing ratio? For every 100 customers that come to you, how many buy? 70% Closing Ratio

**Competition**

How is your business perceived by your customers? Describe your most memorable success story.

Trusted – Fair. Customer visited after a bad experience with competition. Competitor suggested they needed to spend over $2k to fix vehicle, only needed an $800 fix.

How is your business perceived by your competition?

Think we’re low man on totem pole

Who are your main competitors and what are their key strengths?

**Competitor**  **Strength**

a) Active Green & Ross Quick Service, more bays

b) Mountain Tire only do tires, cheap, work quickly and open early

c) Town & Country Heritage – been around a long time.

What are the major challenges facing your business today?

* Backshops in most dealerships are starting to increase market share – it’s due to marketing as new auto sales dropped off
* Some shops are closing up but there’s still several in local market area – some fly by nights pop up as employee’s split from their shop and start their own

**Current Marketing Plan**

What three objectives do you want your advertising plan to achieve?

1) Bring More Customers, new customers

2) Increase awareness of Service work vs. Tires

3) Build Image/ Presence in Marketplace

What is your annual marketing budget? $25 - $28k

Do you feel your budget is sufficient to deliver your advertising objectives? Unsure – it’s worked in the past but market is different

When do you establish your marketing plan? When does it take effect? Planning in October – effective Jan thru Dec

Who is involved in the decision-making process for advertising expenditures? Solely owner

What media are you currently using?

|  |  |  |
| --- | --- | --- |
| **Media** | **Annual Share** | **Why?** |
| * Radio
 | 15% ($4000) | Good Frequency – creative a challenge |
| * Print (Magazine/Newspaper)
 | 50% ($14000) | History – easy, been doing it so long |
| * Television
 |  |  |
| * Direct Mail/Flyers
 |  |  |
| * Outdoor
 | 20% ($5600) | Street Signs near location |
| * Internet
 |  |  |
| * Social Media
 |  |  |
| Other:15% approx. to yellow pages – scaled back in recent years |
| What do you like best about your current marketing plan?Easy – same plan for several years. Good media mix |
| Least?Feels like it starting to stagnateCreative is challenging – specifically in Print & Radio |
| What was your best campaign/promotion? Why?Grand Re-Opening 5 years ago. |

Based on your objectives – what is your realistic return on investment for your advertising investment in each media? Does it vary by media used?

20% would be great – hard to tell if currently achieving that. Have higher expectations of Print as the spend is higher

**COOP/ Vendor Opportunities**

Are there coop funds available to you from your suppliers? If so, who and how much? Are there any specific criteria to meet?

Yes, in Tire suppliers. BF Goodrich and Toyo. 50 cents on the dollar – standard criteria

**Other Notes:**

What is your favourite commercial currently playing on Radio or Television?

Sleep Country – Jingle

Likes Radio – need to make it easier, lock and load

Creative is key part of challenge – need full creative strategy