



LAXMI CAR DECOR

Premium Car Accessories & Customization

Marketing Strategy Overview

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Define clear goals for brand growth

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Evaluate internal and external factors

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Target Market

Identify ideal customer segments

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Marketing Objectives



Brand Awareness

Increase local brand awareness for Laxmi Car Decor



Drive Traffic

Drive more walk-in customers to the store



Boost Sales

Increase monthly sales of car accessories and customization services



Build Trust

Build trust as a premium and reliable car decor brand

SWOT Analysis

Strengths

- Wide range of car accessories
- Interior customization expertise
- Strong local presence

Opportunities

- Growing number of car owners
- Increasing demand for car interior customization

Weaknesses

- Limited online visibility
- High dependency on walk-in customers

Threats

- Local competitors
- Online car accessory platforms

Target Market



New Car Buyers

Recent vehicle purchasers seeking premium accessories



Car Owners

Aged 22–50 years looking for quality upgrades



Car Enthusiasts

Modification lovers wanting personalized customization



Commercial Owners

Taxi and commercial vehicle owners needing durability



Local Customers

Within a 10–15 km radius of the store location

Competitor Analysis

Competitive Landscape

- Local car decor and accessory shops
- Online car accessory sellers
- Authorized car showroom accessory packages

Laxmi Car Decor Competitive Advantage

Personalized Service

One-on-one customer consultation and tailored solutions

Better Customization

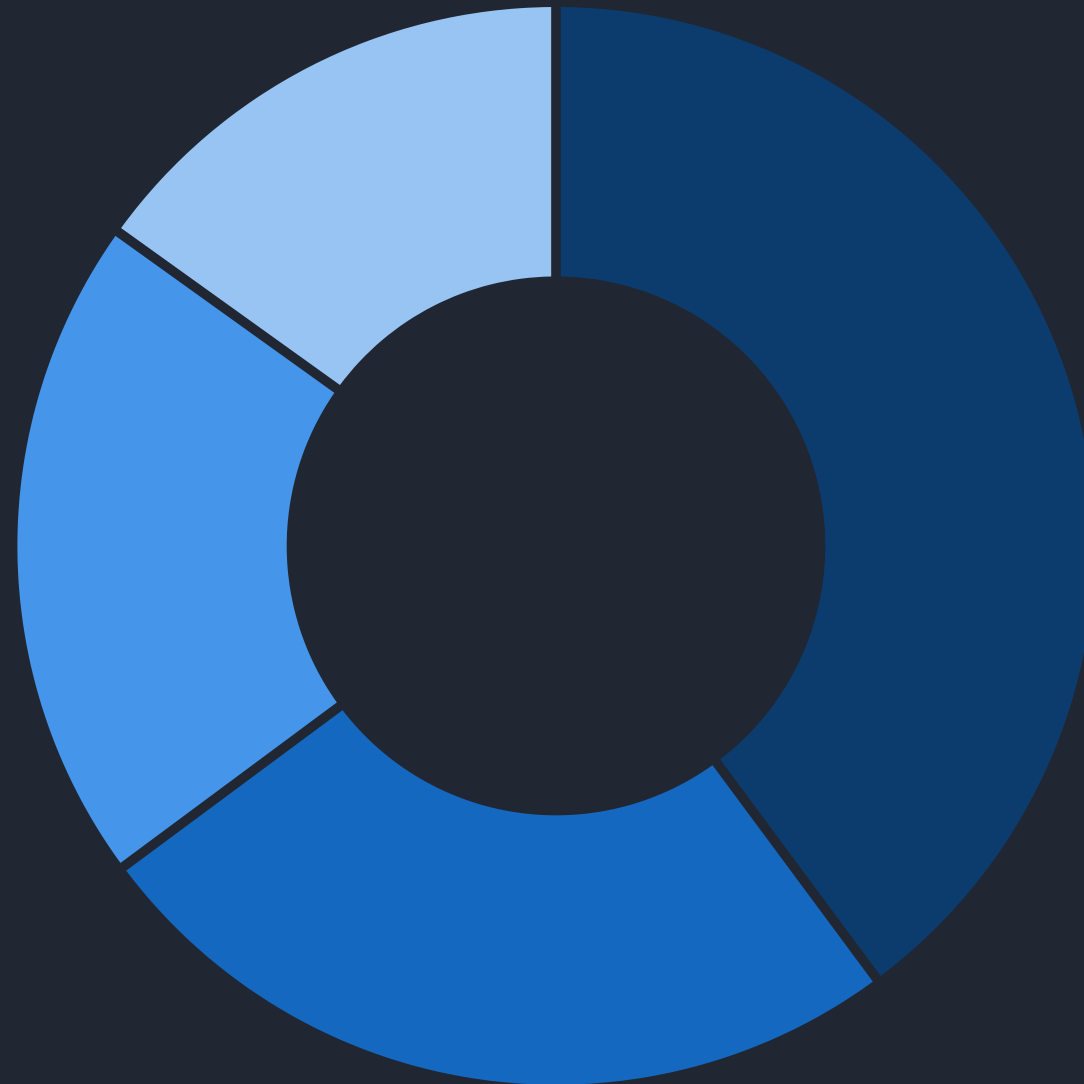
Superior customization options for unique vehicle interiors

Value Proposition

Competitive pricing with premium quality materials



Marketing Budget Allocation



■ Digital Advertising

■ Social Media Content

■ Local Promotions

■ Influencer Marketing

Strategic investment across digital and local channels to maximize reach and conversion

Marketing Channels



Google Search & Maps

Local discovery and visibility



Instagram & Facebook

Visual storytelling and engagement



WhatsApp Business

Direct customer communication



Car Communities

Local automobile groups



Offline Branding

Banners, referrals, stickers

Marketing Tools



Google My Business

Optimization for local search visibility



Instagram Reels

Car transformation videos showcasing work



Paid Advertising

Call and lead campaigns targeting local customers



Customer Reviews

Testimonials building credibility and trust



Seasonal Offers

Festival and promotional discounts



Ready to Accelerate Growth

Clear Objectives

Drive awareness, traffic, and sales

Strategic Allocation

40% to digital advertising, 25% to social content

Multi-Channel Approach

Google, Instagram, WhatsApp, and local communities

Execute this strategy to position Laxmi Car Decor as the premier destination for car accessories and interior customization in your local market.