

# MARKETING WEBSITE

END TERM REPORT

*by*

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## **Student Declaration**

This is to declare that this report has been written by me/us. No part of the report is copied from other sources. All information included from other sources have been duly acknowledged. I/We aver that if any part of the report is found to be copied, I/we are shall take full responsibility for it.

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# MARKETING MANIACS

## **Automotive Industry In India**

- The Automobile industry in India is in upswing due to the surge of economy and technology. They have opened the gates for many startups and businesses ideas to flourish. The automobile industry in India will stumble with the halt of the transportation industry being a service provider, they keep our economy from falling apart. The society of Indian automobile manufacturers is the crown jewel of the transportation industry, jobs created and business opportunities they provide are innumerable. The automotive industry is the pandora's box for many innovative and creative entrepreneurs.

## **Automobile Business Plan in India are as follows**

- **Rental and ride-sharing cars:** The automobile business plan of rental and ride-sharing cars, rental startup, saw the highest growth. The classic example of the same is uber and ola. The idea of rental cars and ride-sharing is the next big platform for the automotive industry in India.

- **Restoration business :**

The revival of vintage cars has been a luxury for many due to the scarcity of restoration professionals. After the internet boom in India, the restoration of automobiles has picked up some pace, along with other automobile business plans. As the economy changed its course so has the taste of people of India which leads to “customization” according to their personal needs. Also, the metro cities are hosting many festivals showcasing vintage cars. The once old cars of no use are now restored to pristine condition. The restoration of automobiles can be highly profitable based on the automotive industry in India on the quality of work.

- **Trucking business :**

The automobile business plan includes transporting goods from the place of manufacture to consuming state. They transport raw material, machines, processed food, etc. This can be highly rewarding for the automobile industry in India

## OBJECTIVES OF PROJECT

- We sell new cars through online .
- We resale cars and modify if needed.
- We sale trucks and build transportation.
- We can promote our portfolio online.
- We can use an online scheduling tool.
- We can collect customer information.
- We can effectively advertise on social media.
- We can highlight customer feedback.
- We can communicate our brand.

# MARKETING MANIACS

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## TOP CATEGORIES

There are a lot of cars available, out in the market according to their vehicle body style , of which the one's considered best designed and are in most use in INDIA are: Hatchback, Sedan, SUV, MUV, Coupe, Convertible, and Pickup Truck.

### SEDAN

A sedan is defined as a 4-door passenger car with a trunk that is separate from the passengers with a three-box body: the engine, the area for passengers, and the trunk. Throughout the generations, the definition of a sedan has been the same.



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## SUV

The term 'SUV' is car industry jargon that's an acronym for Sports Utility Vehicle. It refers to a type of car that sits high off the ground and which often has four-wheel drive and rugged styling.



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## MUV

MUV stands for Multi Utility Vehicle example Tata Sumo, Mahindra Bolero etc which can be used for both passengers and luggage. SUV stands for Sport Utility Vehicle meant for usage in all road conditions like level road, uneven roads, hilly areas, etc.





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### CONVERTIBLE

A convertible or cabriolet is a passenger car that can be driven with or without a roof in place. The methods of retracting and storing the roof vary among eras and manufacturers. A convertible car's design allows an open-air driving experience, with the ability to provide a roof when required.



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### PICKUP TRUCK





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### PICKUP TRUCK

A pickup truck or pickup is a light-duty truck that has an enclosed cabin, and a back end made up of a cargo bed that is enclosed by three low walls with no roof. In Australia and New Zealand, both pickups and coupé utilities are called utes, short for utility vehicle.



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## Features of the Project

- Clear navigation
- An effective Home page
  - Using analytics
- Focusing on quality over quantity
  - Mobile-friendly design
  - Social networking

# Future Outcomes

## ❖ PLANNING

- ✓ Create tailored Social media

## ❖ MARKETING

- ✓ Built Trust with Customer Reviews
- ✓ Online website Traffic and ads through Posts

## ❖ STRATEGY

- ✓ Compel Shoppers to come into stores with offers

## ❖ LAUNCH

- ✓ Using Car ads and commercial E-Commerce

## BONAFIDE CERTIFICATE

- Certified that this project report “Marketing Website” is the bonafide work of “Amruth Yoganand , Ashutosh Pradhan , Tryambakam Dev Sharma” who carried out the project work under my supervision.

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