

x04 Competitive Analysis

Product(s)	Strengths	Weaknesses	Quality Level	Price/Cost	Platform
eBay	Fast shipping, Many filters for searches	Unknown/no name parts, possible counterfeits	Low	Free to use but buying parts varies (low prices)	PC, Android, iOS
rockauto	Easy to navigate/find parts, low part prices, large selection, fast shipping	High shipping costs, lacking customer service	Mid - High	Free to use but buying parts varies (low to high)	PC, Android, iOS
car-part.com	Easy to navigate to specific car/part, large variety in vendors with competitive prices, part quality grading	Only some vendors have pictures, adds are only supplying links to the vendor for the add which can lead to out of date adds	Low - medium due to all parts being used.	Large price differential due to large variety of quality in the parts, seller pays a recurring premium for the add service	PC
Amazon Automotive	Easy to navigate. Helps if a certain part fits the car (amazon-confirmed-fit). Free shipping and returns (on some parts)	Shows parts that doesn't fit the car (sometimes filtered option doesn't work) Some high quality parts takes long to ship	Low-High	Large price ranges depending on the quality of the part	PC, IOS, Android

Demographic

- Car enthusiasts that want to upgrade or fix their own cars without going to a dealer.

- People who are always looking for a cheaper way to fix their stuff.
- Junkyard owners who are looking to sell more and get more customers.
- Someone who has a totaled car and wants to get some money back from it.
- Manufacturers that need excess or dated stock from their warehouses.
- Someone that wants to fully restore a car.