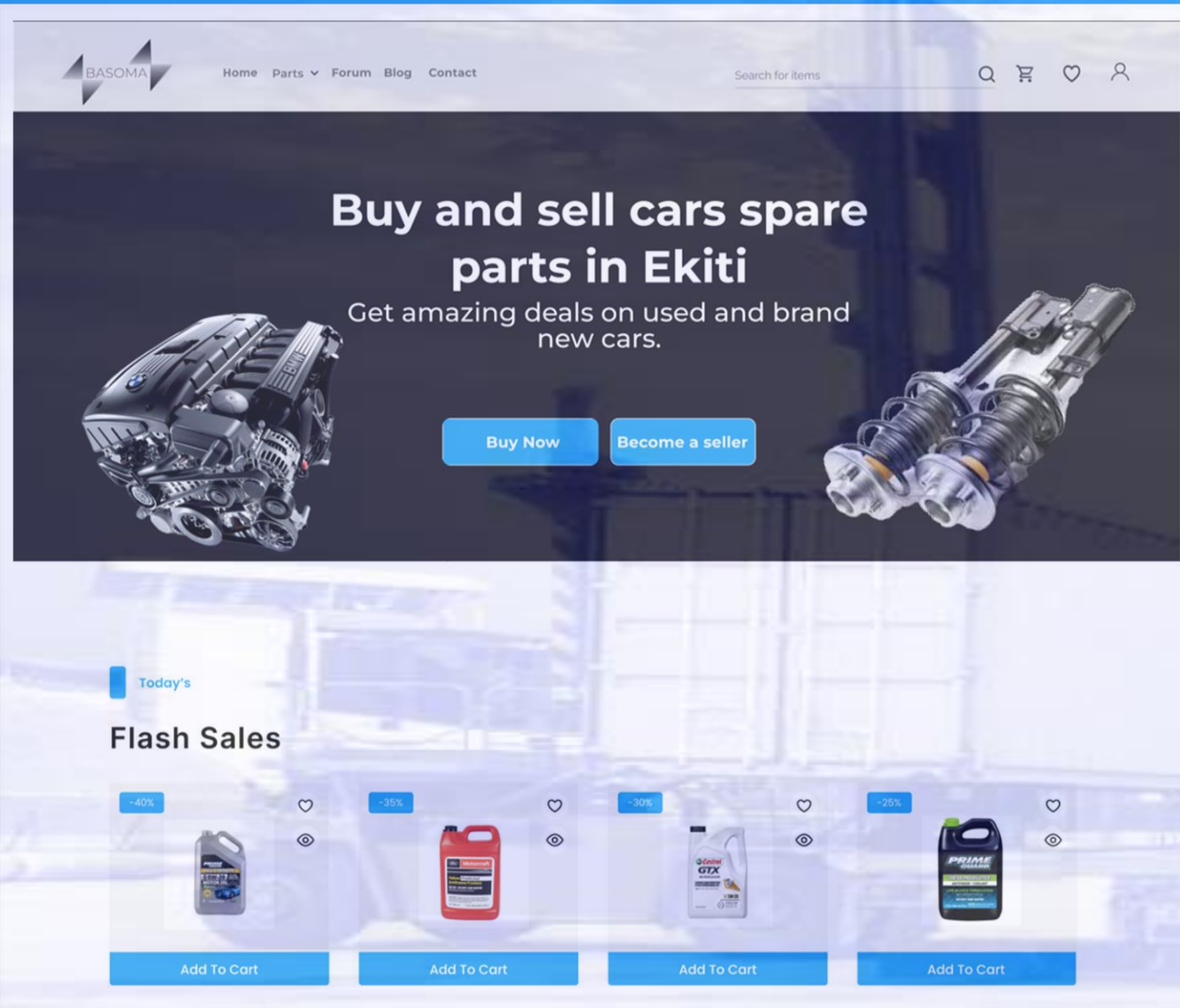


BASOMA AUTOWORKS



Vision

“To revolutionize spare parts industry, empowering enthusiasts, mechanics, and car owners with seamless access to genuine products.”

Market Research and Voice of Customer

849,756 vehicles were imported in 2021

+11.8mn vehicles in 2021

15% are New

2nd Largest automotive parts market in importation.

300 respondents : **78%** automobile owners
5% mechanics
17% others

75% of respondents were willing to buy spare parts online if genuine

70% of the respondents believed to have bought sub standard spare parts in the last 1 year

80% of the respondents have bought items online before

Average spending on automotive parts is estimated around \$350 = ~~A~~ 250,000 yearly

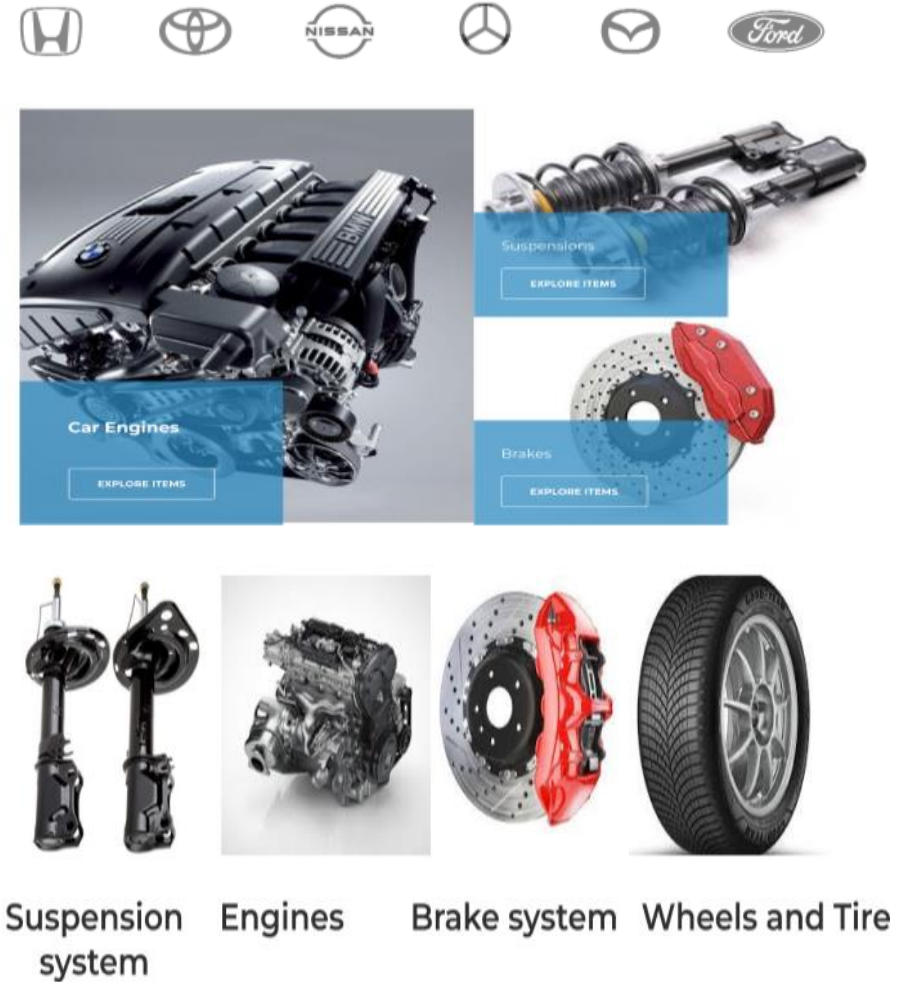
PROBLEM STATEMENT

- Nigerian automobile community is underserved with numerous untrustworthy spare parts dealers, over-flooded with lots of inferior and substandard parts.
- Difficulty to quality, and unregulated price mechanisms systems that discourages car users.
- Mostly exist is traditional brick-and-mortar stores that dominate the spare parts market in Nigeria, making it inconvenient for customers to locate and find the specific parts they need.

SOLUTION

BASOMA version 1.0, is an online platform catering to the automobile community in Nigeria.

It serves as a one-stop destination for automobile owners, enthusiasts, automobile repair experts and businesses to buy, sell, and exchange knowledge on vehicle parts and automobiles.



Competitive Analysis



Criteria	Basoma Autoworks	Meckson Autoworks	Speedy Autoworks
Reputation	Strong reputation for high-quality services and exceptional customer satisfaction.	Specialization in luxury car repair and maintenance.	Emphasis on quick and efficient services
Expertise	Broad expertise in handling various automotive repair and maintenance tasks.	Specialized in luxury car repair and maintenance.	Quick servicing and efficient repairs.
Diagnostic Equipment	Advanced diagnostic capabilities.	Use of genuine OEM parts and skilled technicians.	Efficient diagnosis with quick turnaround.
Online Booking	User-friendly online booking platform.	N/A	N/A
Geographical Presence	May have limited geographical presence.	May have limited geographical presence.	Wide network of service centers.
Pricing	Competitive pricing.	Premium pricing for luxury car owners.	Budget-friendly pricing.
Market Focus	General market focus.	Niche focus on luxury car owners.	General market focus.

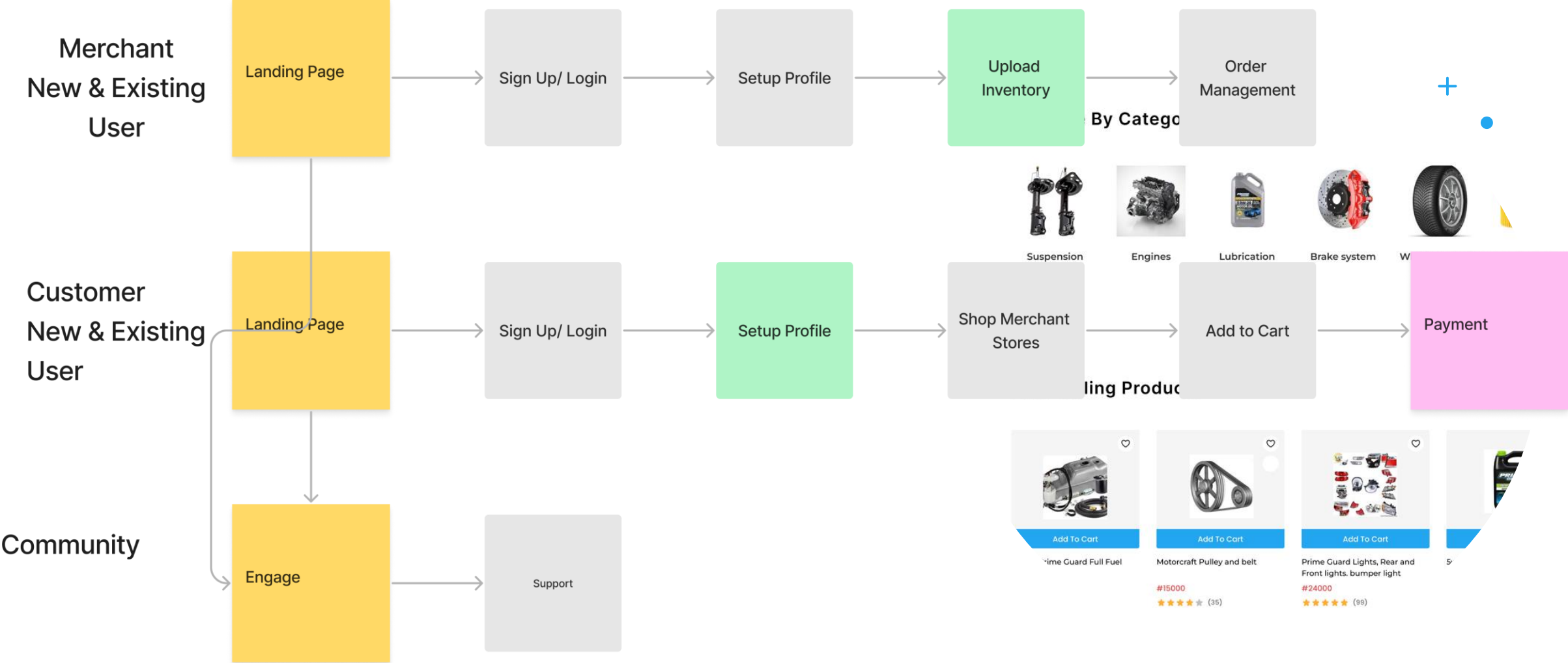
Methodology



- The methodology employed for the Basoma Autoworks project involve a combination of extensive market research and user surveys for data analytics and business insight.
- Market research is employed to curate data to understand the existing and potential needs of the market.
- User research is conducted through survey and feedback was used to understand user preferences and pain points.
- Design Process: Created detailed designs for the chosen concepts, including low and high-fidelity wireframes.
- Developed prototypes of the web application to test usability, functionality, and performance.

USER JOURNEY

BASOMA AUTOWORKS



Performance Metrics

- Turnaround Time: We tracked the time taken to complete various automotive repair and maintenance tasks. This metric aimed to assess the efficiency of the workshop in handling customer requests.
- Customer Satisfaction: We collected feedback from customers to gauge their overall satisfaction with the services provided by Basoma Autoworks.
- Error Rate: We recorded the number of errors or reworks encountered during the repair process to assess the accuracy and quality of the work performed.

Product Metrics

- Conversion Rate
- Customer Acquisition Cost (CAC)
- Customer Retention Rate
- Order Fulfillment Time
- Seller Satisfaction
- Community Engagement
- Return Rate
- Revenue and Gross Margin

User Feedback and Usability Testing



Adeseyi



It was a very good experience

Wow! I'm incredibly impressed with the quality of the brake pads I purchased from this website. My car's braking performance has significantly improved, and I feel much safer on the road now. The ordering process was smooth, and the delivery was quick. Highly recommended!



Fidelis



It was a very good experience

I recently bought a set of shock absorbers for my SUV, and I must say, they have transformed my driving experience. The ride is now so much smoother, and I barely feel any bumps on rough roads. The seller support was helpful in assisting me to find the right fit for my vehicle. 5 stars all the way!



Adeyinka



It was a very good experience

I had been searching for a reliable online store to buy auto parts, and I'm so glad I found this one. I ordered an alternator for my car, and it arrived well-packaged and in perfect condition. The installation was hassle-free, and my car is running smoothly again. Their prices are reasonable.



BASOMA AUTOWORKS

Tools

- GitHub
- Visual Studio Code
- Figma
- PowerPoint
- Ms. Planner
- Teams
- Whimsical
- Ms. Word

Languages

- HTML
- CSS
- Java Script
- PHP
- Hack

Business Case

First 6 Months Sales is free for Sellers
 Buyers purchase for free
 Buyers can use an Escrow service to secure trust

Total Addressable Market (TAM)			11.8 million
Serviceable Available Market (SAM) (40% of Maximum Opportunity that is Eligible)			4.7 million
Serviceable Obtainable Market (SOM): Conversion rate (Industry/business conversion rate 10%)			470,000
Average Purchase Amount			₦50,000
Advertising and Sponsorships: (1% on every sales)	₦500	5% of 470,000= 23,500	₦11,750,000
Commission on Premium Seller Accounts: (1% on every sales)	₦500	10% of 470,000= 47,000	₦23,500,000
Commission on Escrow Service: (1% charged on buyers)	₦500	470,000	₦235,000,000
Sales of Data Insights and Analytics: ***	₦1,000,000	10	₦10,000,000
Expected Revenue in Year 1			₦280,250,000
Expected Revenue in Year 2			20% Growth ₦336,300,000
Expected Revenue in Year 3			20% Growth ₦403,560,000

Team BASOMA



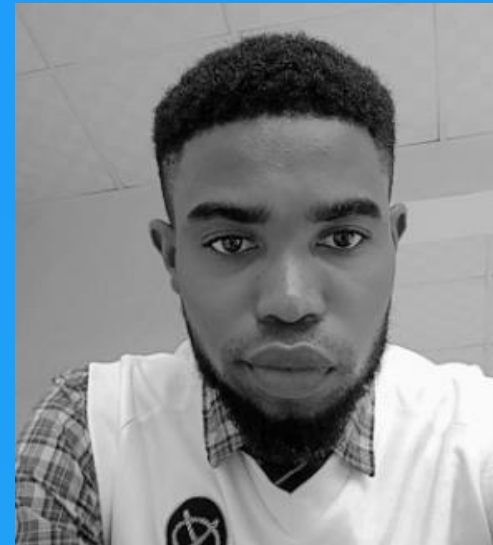
**MERCY
BAMISAYE**

Frontend Developer



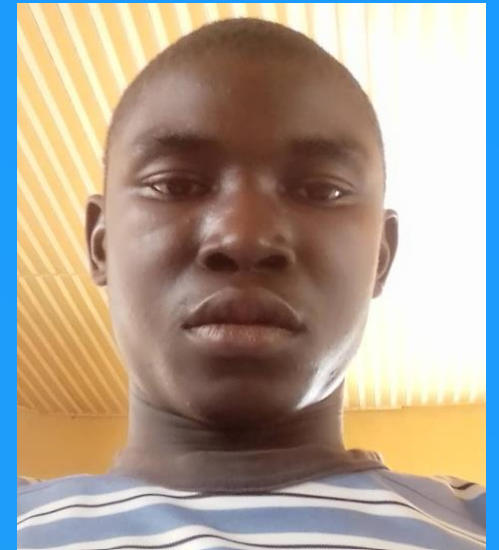
**OLAWALE
ALE**

Product Manager
Team Lead



**ADESEYI
ADEYEYE**

Product Designer

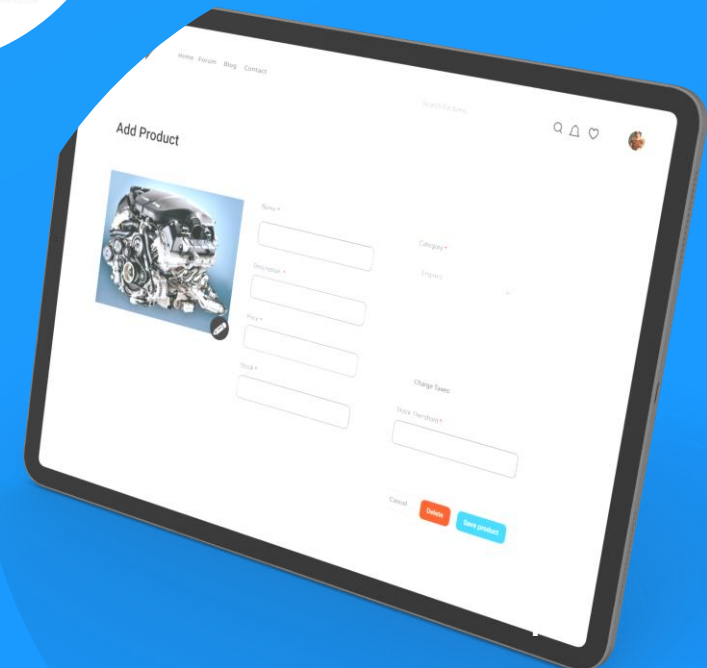
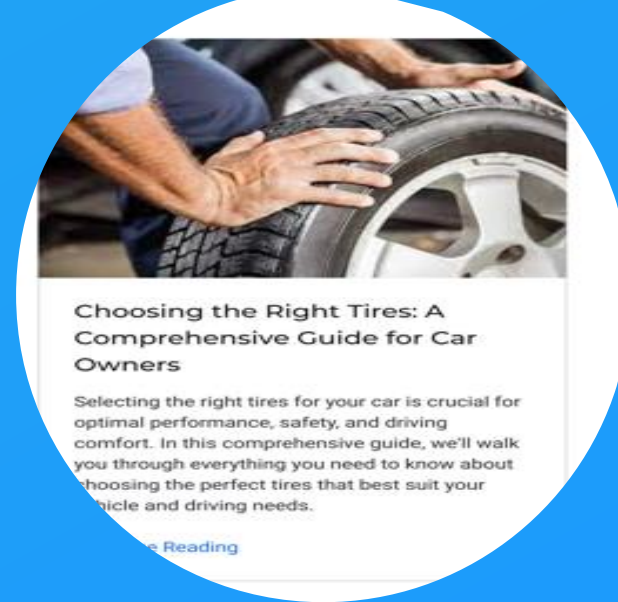


**BLESSING
BAYODE**

Backend Developer



THANK YOU



Notes

Basoma Autoworks Project on Github: <https://github.com/MercyBamisaye/BASOMA-Autoworks>

User stories: [BASOMA USER STORIES.xlsx](#)

Distribution of market value of automotive parts in Nigeria in 2018, by market segment: <https://www.statista.com/statistics/1192580/market-value-distribution-of-automotive-parts-in-nigeria/>

Africa Automotive Directory:

https://importers.africa-business.com/automotive_importers_database.html

Nigeria's Automotive Market:

<https://auto-parts-africa.com/post/nigerias-automotive-market>

