

Local & Short-Distance U-Haul Marketing Plan

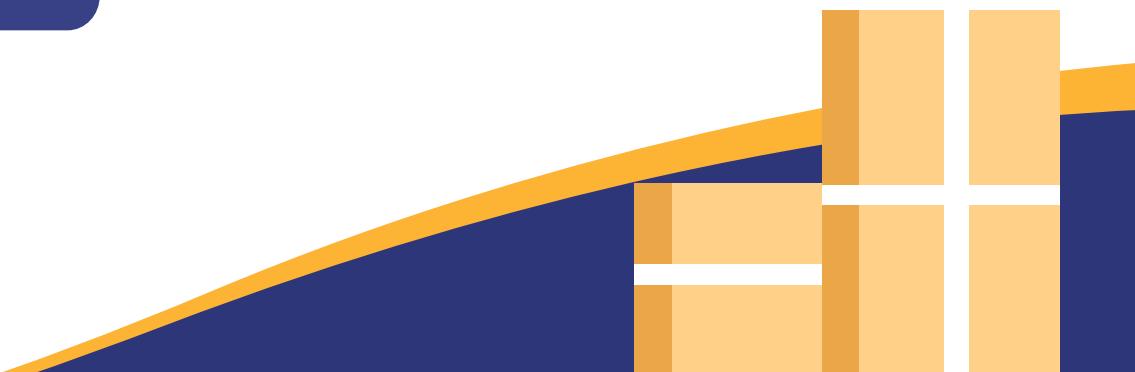
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Executive Summary

We are the urban moving company who provide home-moving and large items transportation services at any time at any place. We also provide drivers just like Uber, and rent car services just like Zipcar.



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01

Situation Analysis

Background of U-Haul

Key company facts:

U-Haul has been serving do-it-yourself movers and their families since 1945. Like many other successful businesses, the concept of U-Haul was born out of necessity. With the development of the times, people generally need do-it-yourself mobile devices that can be used one-way across the country. U-Haul recognized this need and took action. U-Haul's primary responsibility is to develop products and services that help people move and store their household and commercial goods in an economically, environmentally and socially responsible manner.

Market trends:

Texas overtakes Florida as state with biggest net gain for one-way U-Haul trucks in 2021; California and Illinois have biggest net losses. Like most states, overall traffic in Texas has increased in 2021. Compared to 2020, arrivals for one-way U-Haul trucks jumped 19% and departures jumped 18%. Inbound travelers accounted for 50.2 percent of all one-way U-Haul passenger traffic in Texas last year.

Sales & share trends

U-Haul's annual revenue is growing every year, and even with the impact of COVID-19, U-Haul's economic growth has not been affected.

<u>Amounts in Millions, Except Share and Per Share Data</u>	Fiscal 2020	Fiscal 2019	Fiscal 2018
Segment Results:			
Moving and Storage			
Revenues	\$3,657.8	\$3,545.8	\$3,290.7
Earnings from operations			
before equity in earnings of subsidiaries	472.0	569.2	712.7
Property and Casualty Insurance			
Revenues	89.1	75.8	74.6
Earnings from operations	42.9	27.4	25.9
Life Insurance			
Revenues	241.5	154.7	243.9
Earnings from operations	26.4	25.5	28.0
Eliminations			
Revenues	(9.4)	(7.7)	(8.0)
Earnings from operations			
before equity in earnings of subsidiaries	(1.1)	(1.1)	(1.3)
Consolidated Results			
Revenues	3,978.9	3,768.7	3,601.1

Source: Yahoo Finance

Competition

Car rental companies:

Today's rental car companies offer larger SUVs and Vans to customers so customers may choose to rent these vehicles to carry less cargo.

Moving companies:

Moving companies can be divided into local moving company and regional moving company. The emergence of more and more moving companies has resulted in less market share for U-Haul.

4Ps review

Product: Moving truck rental, storage unit

Price: Lower price and medium price, Small profits but quick turnover

Promotion: Coupon, Cashback

Place: Dealership, Website, App



02

Segmentation & Target Audience

Market Segmentation

Urban

Geographic Segmentation

18-34

Demographic Segmentation

Mobility

Psychographic Segmentation



Target Audience

Age

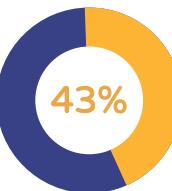
20-29 years



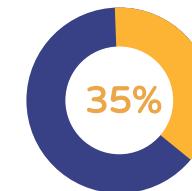
50-59 years



Statistics



Same City



Same State

Reason for moving

Economic reasons



Career reasons



Lifestyle preferences

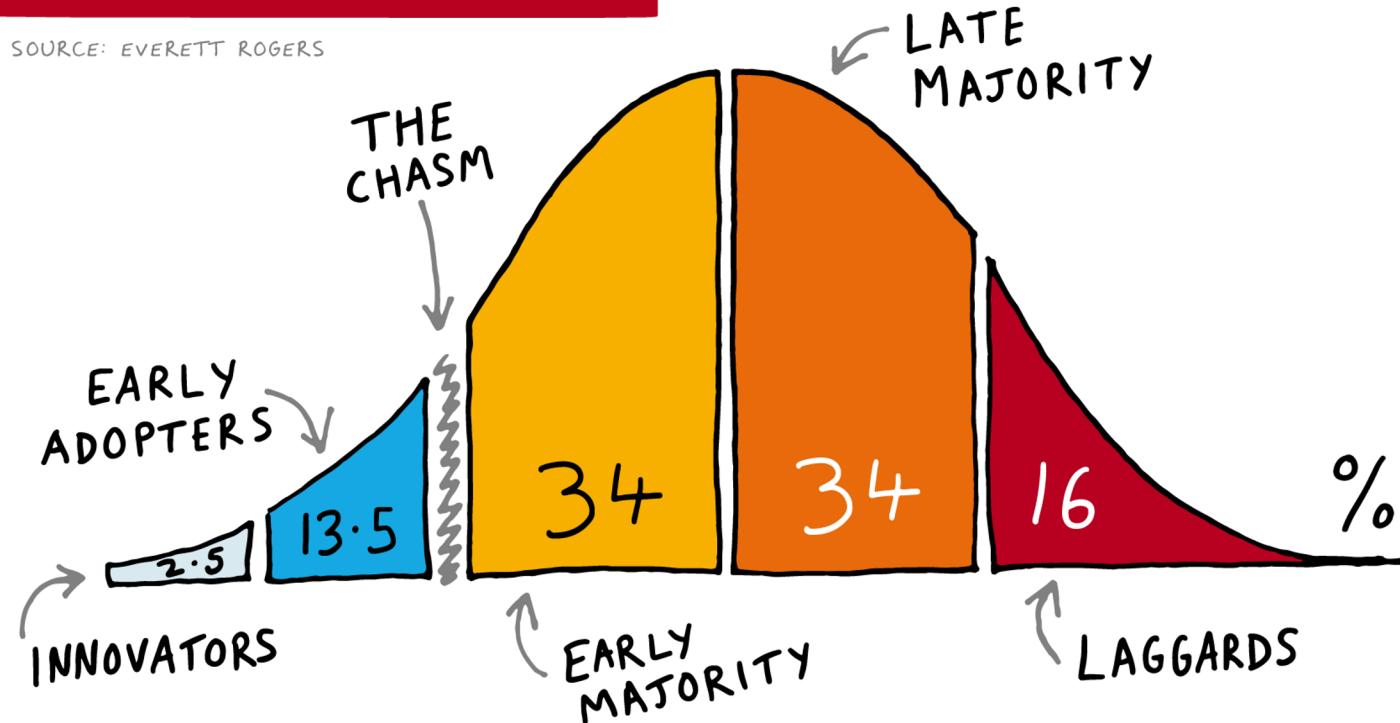


Family (marriage, etc.)



DIFFUSION OF INNOVATION

SOURCE: EVERETT ROGERS





03

Brand Mission and Positioning

U-Haul Current Brand Mission

“We believe the primary responsibility of U-Haul is to develop products and services to help people move and store their household and commercial goods in an economically, environmentally and socially responsible manner.”



A stylized illustration on the left side of the slide depicts a person with blue hair and a light blue long-sleeved shirt, black shorts, and white socks. They are leaning against a large dark blue and yellow curved shape that looks like a moving truck or a large storage unit. In front of them are several household items: a stack of four books (yellow, orange, blue, and white), a small blue lamp with a tan shade, a blue vase on a stand, and a blue and white patterned cup.

“For single homes or families who need storing or moving, U-Haul provides different sizes storage units and moving trucks for customers to store and move with the easiest way.”

—Brand Positioning



04

Environmental Scan

Economic

- A strengthening economy in 2021 has driven the demand for moving services over less expensive alternatives.
- \$86 billion is the estimated total annual economic impact of the moving world.
- Steady wage expenses and increasing prices of fuel amid the low demand during the pandemic have reduced industry profitability.
- Revenue in the Moving Services industry dropped 0.7% in 2020 as a result of the COVID-19. As the economy rebounds and moves are rebooked, the industry is expected to grow 5.4%.
- Average cost for an interstate move is \$4,100, and average cost for an in-state move is \$980.
- Because of inflation, people need to continue moving which they can afford.

Social

- Ages of average movers are between 18 and 34.
- 3 million people move interstate every year in the U.S.
- More than 4.7 million people work remotely at least half the time in the United States, and only 16% of companies hire remote only workers.
- A survey found that 75% of respondents working from home during the pandemic wanted to continue to telework at least half of the time even after workplaces reopen. If long-term remote work were possible, 66% of them said they'd consider moving.
- 60% of people move during summer - between May and August.
- The most reasons that people moved are career and economic reasons. About 8.93 million people moved out of large cities since the pandemic.

Competitive

Low Service

High Price

Low Price

High Service



Freelancer



AVIS®



New Entrants

Regulatory

- It is fall under the jurisdiction of state laws and regulation.

The relocation industry had to adjust to new regulations like:

- Social distancing – The 6 feet apart rule.
- Wearing masks – eight to ten hours a day.
- Temperature checks – three times a day.
- Extensive hygiene requirements – using a hand sanitizer every so often



Technological

- U-Haul has its own App and website.
- U-Haul live verification technology allows rental transactions to be carried out entirely on a smartphone at any hour – day or night. There are no membership fees. Simply visit uhaul.com to create an online account.
- U-Haul rental trucks have a low profile, rounded corners and advanced chassis skirts.
- Fuel Economy Gauges are installed in every new-production U-Haul truck to provide real-time feedback to drivers to help optimize fuel consumption.
- Properly inflated radial tires and specially engineered Gentle-Ride Suspension ensure a smooth ride.

Welcome



Order Now

U-Haul Products and Services



Orders

View Current and Past Orders



Storage

Manage Your Storage



Scan & Go Self-Checkout

Scan products & checkout using your mobile device at U-Haul Stores



Dashboard



Locations



Settings



05

SWOT Analysis

SWOT Analysis

01 Strength

1. Strong Brand Equity
2. Strong Fundamental
3. Technology and Efficiency

02 Weakness

1. Difficult to Launch New Business
2. Lack of Standardized Services and Products
3. Vulnerable to Legal Action

03 Opportunities

1. The Market Gradually Recovers
2. Change of Life and Work Styles by Pandemic
3. The Trends of Technology Development

04 Threats

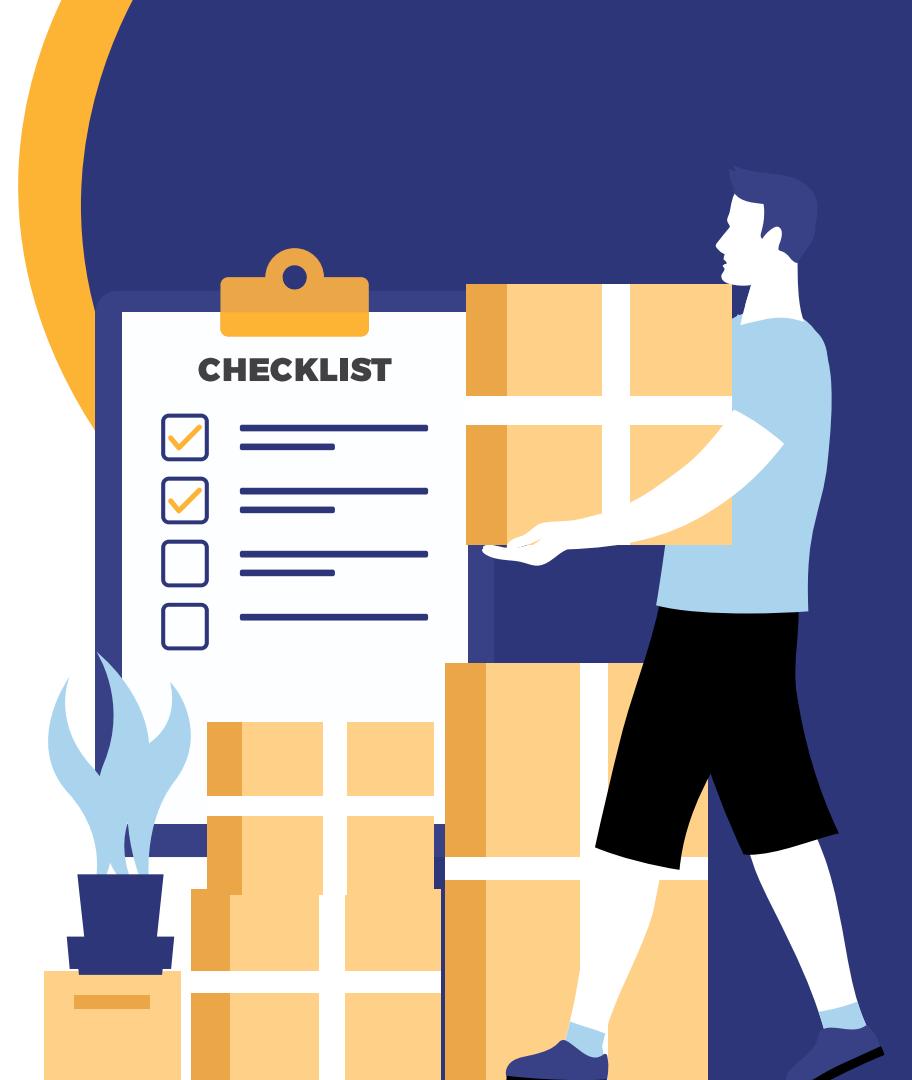
1. Uncertainty Brought about by Covid-19
2. High Competitiveness Industry Environment
3. Potential for Stricter Regulation



01

Strength

- 1. Strong Brand Equity**
 - a. Market Share Leadership
 - b. Reputation in Past Decades Operation
 - c. Positioning in customer mind
- 2. Strong Fundamental**
 - a. Financial and Human Resources
 - b. Past Professional Knowledge
 - c. Strong Partner Relationships
- 3. Technology and Efficiency**
 - a. More Safety Features in the Trucks
 - b. The Design to Improve Fuel Economy



02 Weakness

- 1. Difficult to launch new business**
 - a. Most of space belong to dealers
 - b. Needs dealers cooperation and participation
 - c. May required huge original investment
- 2. Lack of Standardized Services and Products**
 - a. Unstable customer service
 - b. Difficult to rent during peak season
 - c. Unstable condition of truck or trailers
- 3. Business models are vulnerable to legal action**
 - a. Dealership problems
 - b. Road safety problems
 - c. Legal issue of using self-storage for crime



03

Opportunities

1. **The market gradually recovers from pandemic**
 - a. The industry is expected to grow 5.4%
 - b. A strengthening economy in 2021
2. **Change of life and work styles by pandemic**
 - a. Remote work can bring more demands
 - b. Leaving urbans trends
3. **The trends of Technology development**
 - a. Clean energy technology is maturing in trucks
 - b. Big data and AI can improve the quality of customer experience



04 Threats

1. **Uncertainty brought about by Covid-19**
 - a. Highly volatile economy
 - b. Inflation increased
2. **High competitiveness industry environment**
 - a. Strong existing competitors
 - b. New competitors
3. **Potential for stricter regulation**
 - a. ESG
 - b. Road safety and rental truck



Competitive Advantage Strategy

1. Brand Image Recognition
2. Differentiation-focus: Convenience
3. Provide various market offerings that fit customer needs and budgets (Point of Parity)



- 
- **WT Strategy**- Employ new talented employees, improve the ability of technology, enhance the customer experience
 - **WO Strategy**- Action fast, focus on expanding market share for new business
 - **ST Strategy** - Focusing externally on control over the quality of service and product delivery, internally on internal controls and optimization to avoid potential legal and regulatory risks
 - **SO Strategy** - Use the first-mover advantage to occupy the customer's psychological perception of this kind of service



06

Marketing Plan Recommendations

Objectives

- Become the most convenient moving company in the urban area, shorten the time for people relocation, and increase the efficiency.
 - Create customer loyalty.
 - Allows consumers to call our moving truck with a driver whenever and wherever in the urban area.
 - Set numerous Zipcar locations near neighborhoods so drivers can easily take a Zipcar to serve consumers.
- Expand market share in the movers market.
 - Spread our name.
 - Young people live in the urban areas are least likely to owned a big property, so they will have the most possibility on frequent moving.
 - Use coupons to make consumers refer friends.
 - Collab with furniture stores and provide large items transportation service for their customers.

4 Ps

P roduct

P rice

P romotion

P lace



Product

- A quick-moving service for people living in the urban area to move fast and easy with only a phone call, website, or phone app application.
 - The nearest driver will approach the consumer with a moving truck or pick up a Zipcar from the nearby Zipcar location.
- Not only have relocation service, but also help consumers to transport their stuff to the U-Haul storage units. This service can be using on large items transportation as well.
- The service type is similar to Uber, for consumers who need to relocate and don't need to plan ahead for a traditional moving company, consumers can call us whenever they want to pick up their stuff.
 - For urban areas only, shorter distance gives faster service and a better experience.



Within 10 miles \$30↑
10 ~ 20 miles \$50↑

Price

- Medium to low price (compared to traditional moving company) based on distance for consumers to call a moving service.
 - By increasing the number of orders, we are able to provide a lower price to our consumers.
- Provide job opportunities to the public.
 - Open the driver's job position to everyone who has few hours of free time in a day to help people move and get paid.



Promotion

- Put advertising and poster of this new service in every U-Haul dealership, and give out the moving service's discount dollars to consumers inside the store.
- Give new members a discount code.
- Give cashback for consumers to refer a friend, and give cashback on the referred member's first order.

Place

- Come up with the new U-Haul Moving website and phone app, where consumers can read our service detail and place orders.
- Consumers can also call by phone to contact the moving service.
- Every U-Haul dealership store can introduce this moving service to consumers and teach or help them to place an order.





07

Risk & Opportunities

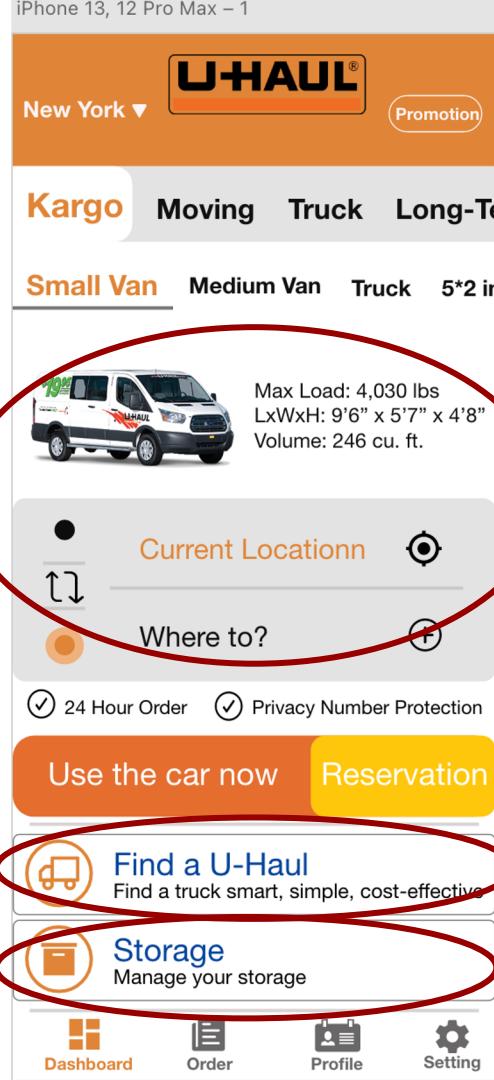
	Risk	Opportunity	Recommandation
1	<ul style="list-style-type: none"> • High pressure of competition 	<ul style="list-style-type: none"> • No similar product or service in the market • First-mover advantage 	<ul style="list-style-type: none"> • Focus more on cooperate to create a win-win effect • Small companies can be acquired, and potential companies can be invested
2	<ul style="list-style-type: none"> • High upfront cost 	<ul style="list-style-type: none"> • Expand and preempt the market • Raise the barrier to entry- less competition 	<ul style="list-style-type: none"> • Strengthen internal control and financial audit



08

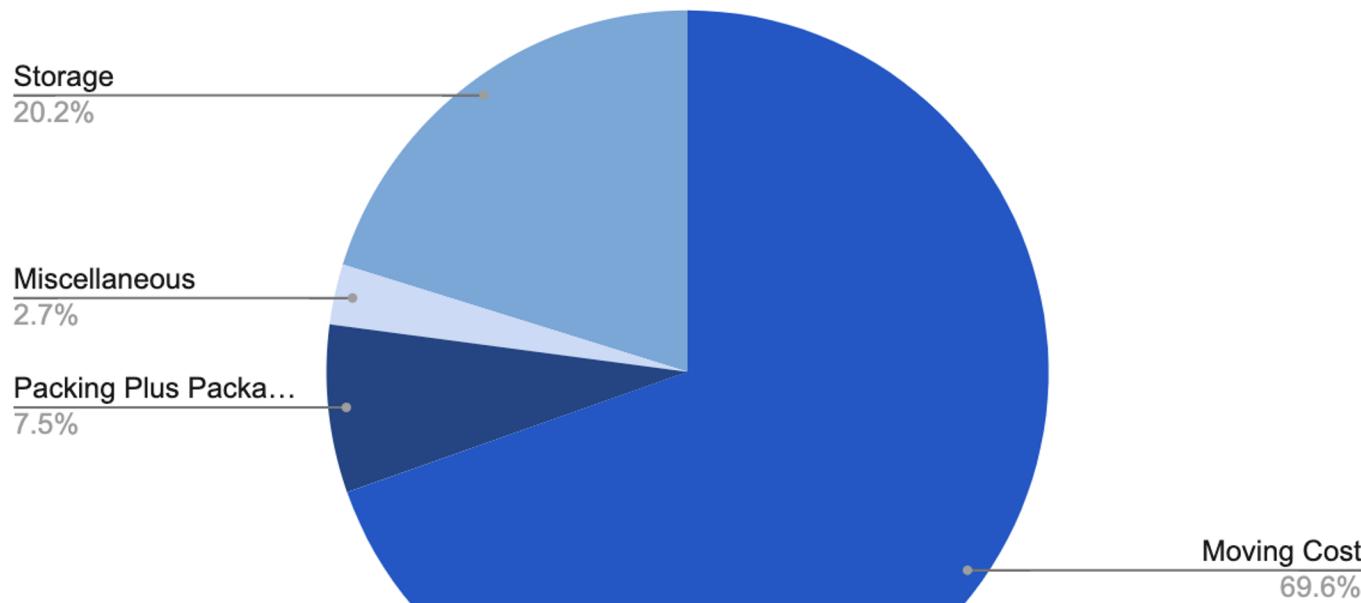
Appendix

Application



Source: Shyft

The moving industry revenue



Thanks!

Any questions?



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