


# marketing Plan

A red Tesla Model S is driving away from the viewer on a two-lane asphalt road that curves to the left. The road is surrounded by dense green trees and foliage. In the distance, two other cars are visible on the road. The overall scene is a scenic drive through a forest.

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# Product

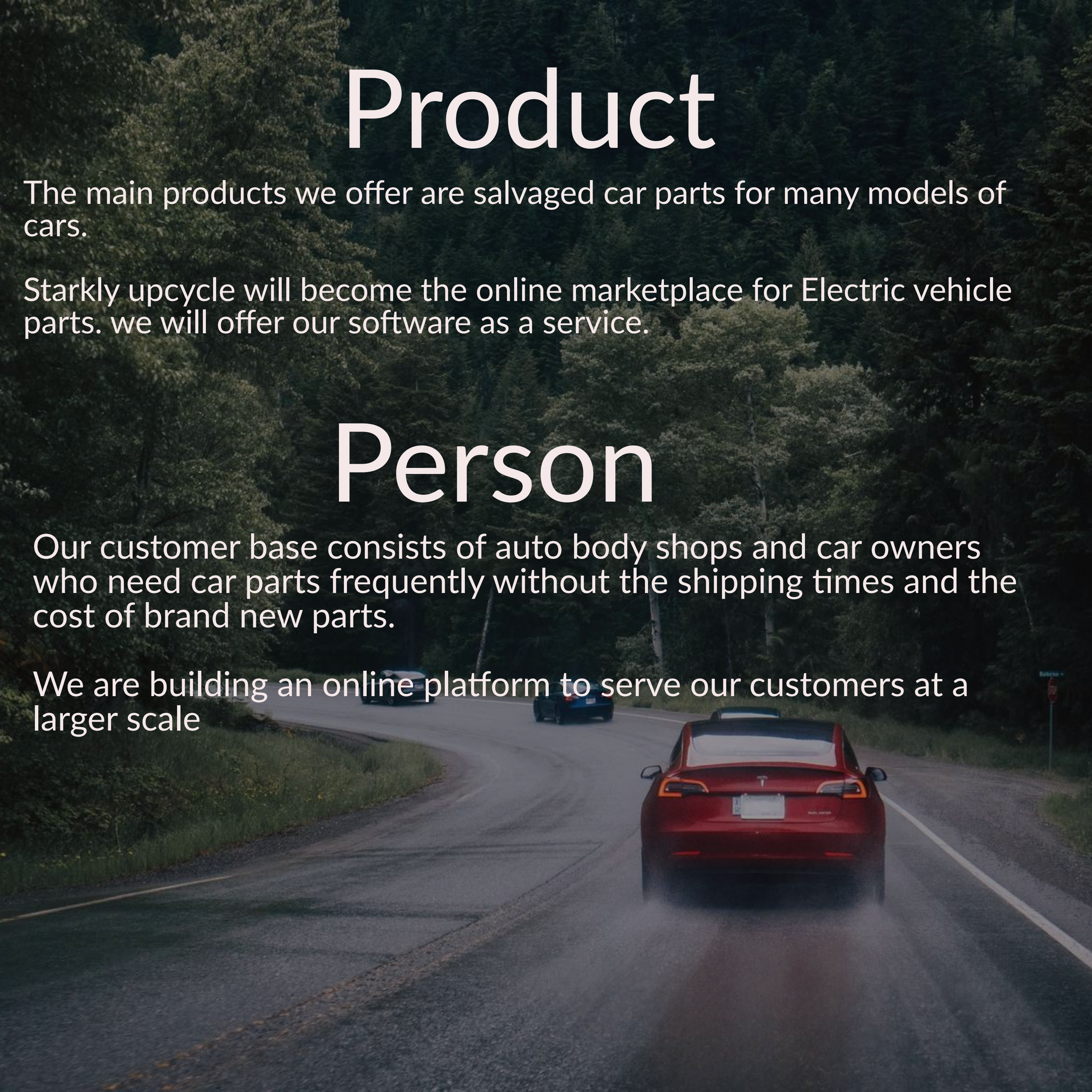
The main products we offer are salvaged car parts for many models of cars.

Starkly upcycle will become the online marketplace for Electric vehicle parts. we will offer our software as a service.

# Person

Our customer base consists of auto body shops and car owners who need car parts frequently without the shipping times and the cost of brand new parts.

We are building an online platform to serve our customers at a larger scale





# Place

The customer base we have now is constrained to Winnipeg, MB.

We are aiming for growth all over Canada.

# Price

The price we offer is cost based, it depends on the part, cost to deliver, labour cost to salvage the part, supplier cost and a 20% profit margin. Our prices offer the most value. The average price across the board is about \$60/part.

The online market place will have prices set by the users and we will receive a service fee per transaction.



# Promotion

We have enjoyed success marketing on Facebook market place, that is where most of our orders and engagement comes from (More than 50 requests in May).

We have also been able to network with autobody shops and offer them our products.

We plan to migrate the requests we receive on larger market places like facebook to our dedicated platform. A piggy back marketing strategy.

