Required Assignment 4.2: Understanding Disruptive Positioning Strategies

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**Suggested time:** 90 minutes

**Product Category**

Product Category: Vehicle Maintenance Services

Vehicle maintenance (for both bikes and cars) is a recurring but painful process. Regular servicing, whether routine or urgent, involves effort, time, and inconvenience for users. For busy working professionals or families, this becomes a major issue.

Pain Points Based on Personal Experience:

* Driving the vehicle to a service center is inconvenient
* Waiting there consumes time, or one must arrange alternate transport after drop-off
* Maintenance time is unpredictable, causing issues during workdays
* Weekend service is bad due to the rush and long queues
* Car servicing on weekends limits family outings
* The entire process lacks flexibility and comfort

**Good Positioning Option**

A Good Positioning Option: New Product “GearUp” – Hassle-Free Vehicle Servicing Platform

Concept:

“GearUp” is a third-party platform connecting customers with authorized or trusted (local but registered) vehicle service centers. It transforms the servicing experience by managing pickup, servicing, and drop-off seamlessly.

Key Features:

* Book servicing online (website/app)
* See the initial charges & time duration at the time of booking
* Vehicle pickup from your chosen location
* Service appointment pre-booked with the selected center
* Live tracking of maintenance status (live video)
* Additional changes/ charges will be notified instantly and require approval
* Optional substitute vehicle during service time (optional with extra cost)
* Drop-off at your destination (e.g., office) while your vehicle is taken for service
* Doorstep return post-maintenance
* Vehicle maintenance history maintained, helpful while selling or buying a used vehicle
* Automatic notifications and maintenance recommendations

Type of Disruptive Positioning:

Breakaway Positioning

This positions "GearUp" not as a traditional service/ garage but as a part of a digital lifestyle.

**Rationale for Chosen Position**

Reasons for the Chosen Position

Why It Works:

* Replaces real user frustration with smooth vehicle servicing.
* Aligns with growing urban needs for time efficiency and digital convenience.
* Appeals to customers who value flexibility and professional services.
* Reimagines car/bike service as a routine convenience product (part of daily life), not a hectic process.