**Executive Summary**

* Objectives
* Key Findings
* Recommendations

**Company Overview**

* History
* Services
* Market Position

**Industry Analysis**

* Market Size and Trends
* Key Players and Competitors

**Competitor Analysis**

* Service Comparison
* Market Position

**Customer Insights**

* Survey Results
* Interview Findings
* Customer Sentiment Analysis

**Website and SEO Analysis**

* Traffic Analysis
* SEO Performance

F**inancial Analysis**

* Revenue and Profitability
* Financial Benchmarks

New Brunswick

eDealer

- Campbells Auto

-

Dealer Spike

- Ralley Niisan

ZOP Dealer

- Nu Wheels (Lakeburn)

Connetik

Brad Web Design

- Port Elgin Auto

Custom Wordpress Sites

- Dewares

- Folar

- Wheels And Deals (Fredericton)

- East Coast Wheels (Fredericton)

- The Used Car Depot (Saint John)

Nova Scotia

360 Agency

- Top Notch Auto Sales

Molipse

- Capital Auto – Custom Webflow Site

Custom WordPress Site

- 902 Auto Sales

eDealer

46 Dealers

Services

Custom website design

Search engine optimization (SEO)

Digital advertising

Inventory management solutions.

Dealer Spike

- Responsive Web Design

- SEO

- Inventory Management

- Automated Email Marketing

- E-Commerce Storefront

- Targeted Digital Advertising

**VIN Decoder Software Solution**

1. Gather Basic VIN Information:

Use the ISO 3779 standard to understand the basic structure of VINs.

Obtain WMI (World Manufacturer Identifier) codes from the NHTSA or other public sources.

2. Integrate Public APIs:

Implement the NHTSA VIN Decoder API to get basic vehicle information and augment your database.

Purchase Access to Commercial Databases:

Subscribe to services like AutoCheck, Carfax, or VINsmart to get detailed vehicle information.

Use these databases to populate your own internal database with comprehensive vehicle data.

Collect Manufacturer Data:

Contact manufacturers or access their service portals to get detailed VIN decoding information specific to their vehicles.

Standardize and Store Data:

Create a relational database schema to store VIN information, including tables for manufacturers, models, years, plants, and specific vehicle attributes.

Update Regularly:

Ensure your database is regularly updated with the latest information from all sources to maintain accuracy.