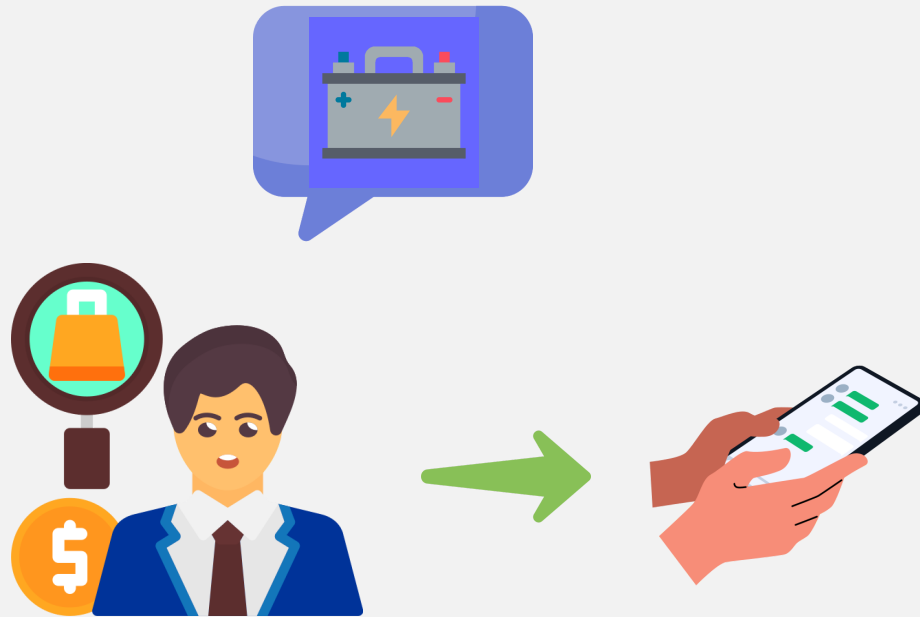


# REVOLUTIONIZING THE WORLD OF THE AUTOMOTIVE INDUSTRY

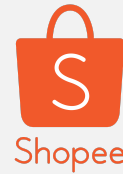
**PIEZA**



# CUSTOMER JOURNEY



- ` Easy access
- ` **Wide variety of products**
- ` Discounts and vouchers
- ` Products are categorized



- ` **Name of shop is different from the Lazada shop**
- ` Fewer products than Lazada
- ` Discounts and vouchers
- ` Products are categorized



- ` Not in the top results when searched for Automotive parts
- ` For the Facebook page, no information about the company was found or any link directing to the website
- ` Not that engaging/active
- ` **Messenger doesn't have a chatbot to easily attend to the client's query**



- ` **No published promotions**
- ` Outdated blogs

## COMMON OBSERVATIONS FOR ALL PLATFORM

- ` Few reviews from customers
- ` Reason for refunds not indicated

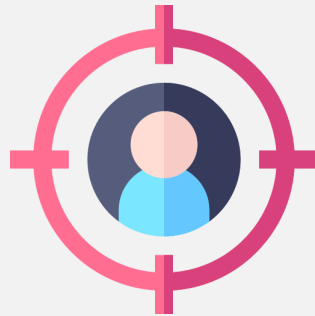
# OUR GOAL



**CAPITALIZING ON MARKET  
SHARE TO INCREASE POTENTIAL  
CUSTOMERS BY AT LEAST 50%**



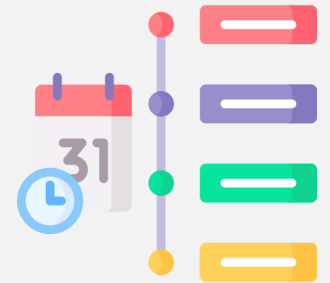
**EXAMINE THE MARKET SIZE  
FOR POTENTIAL CUSTOMERS**



**STRENGTHEN THE COMPANY  
PRESENCE**



**SCALE PROMOTIONS**



**SCHEDULE PROMOTIONS**

# MARKET SHARE SUMMARY

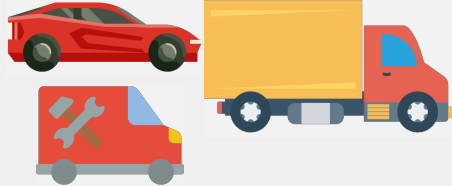
Region ▾

Total Potential Customer  
10.5M

Motorcycle  
6.0M

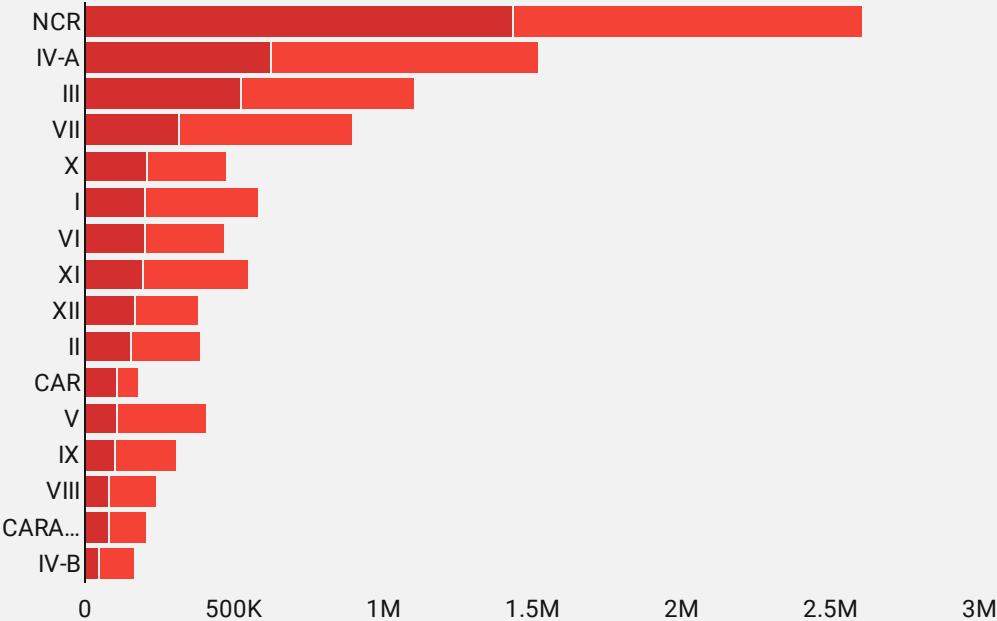


Motor Vehicle  
4.6M

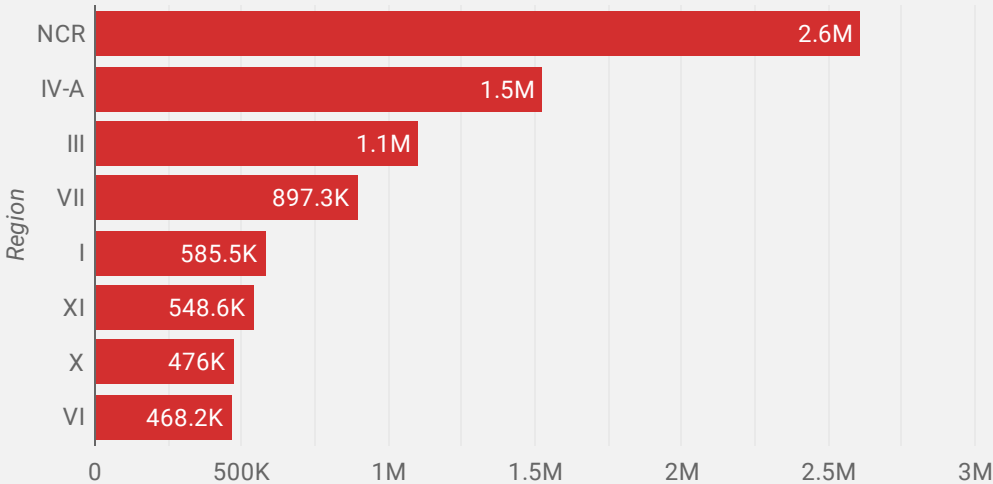


## Customer by Vehicle Type

Goal: Identity which vehicle type is leading

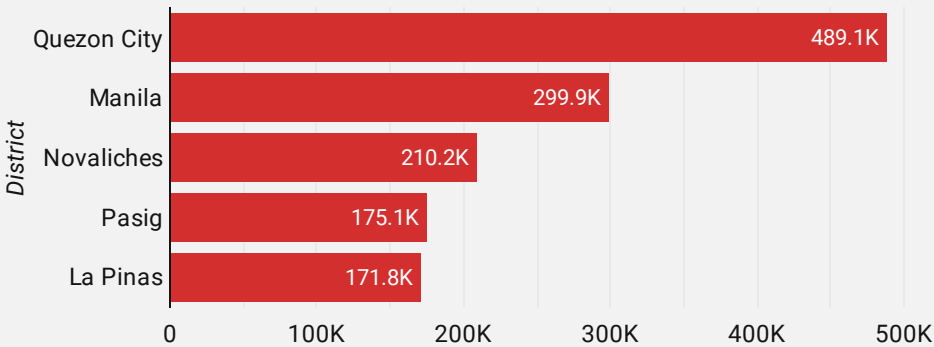


## What is the top region with the highest customer?



## Which city in NCR has the highest number of customer?

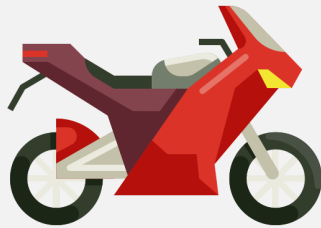
Goal: Identify major city to served



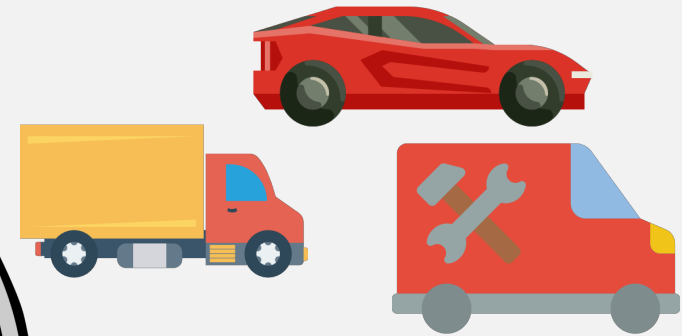
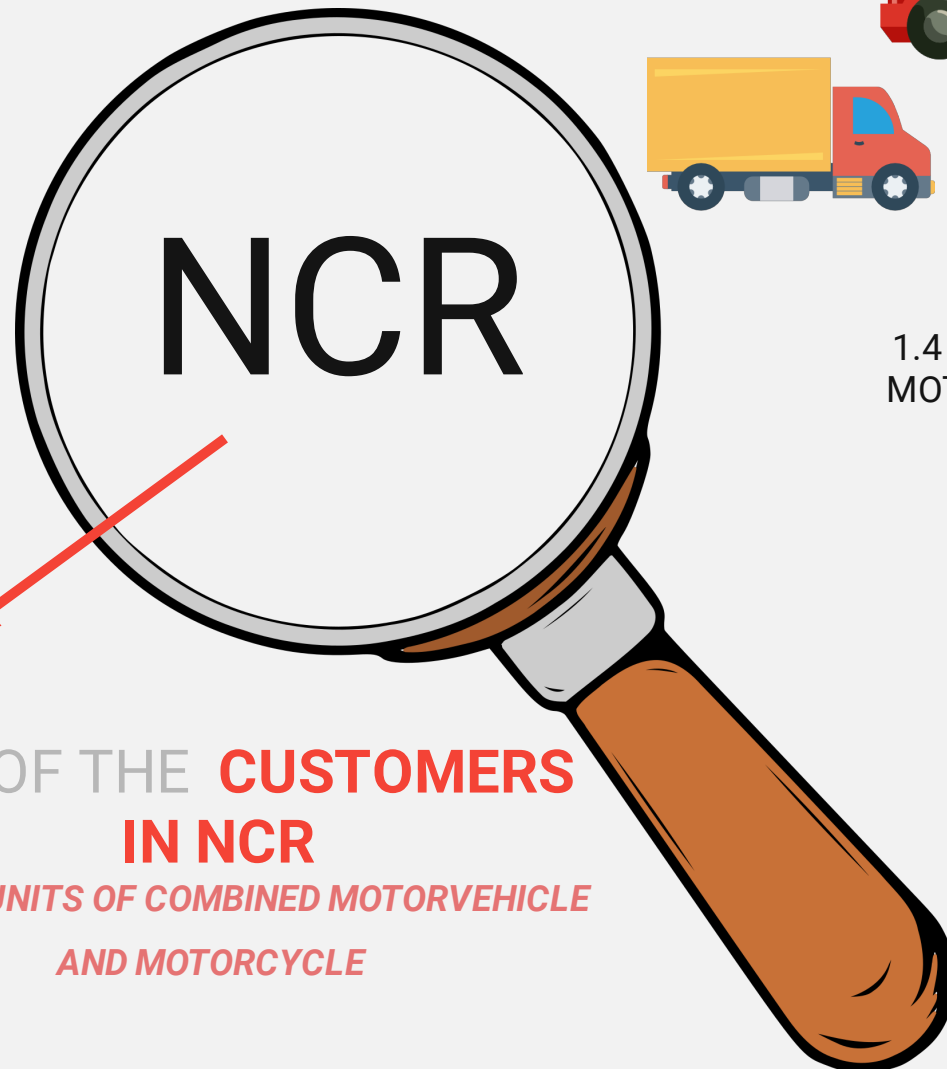
# MARKET SHARE INSIGHT

## REGION WITH THE HIGHEST POTENTIAL CUSTOMERS

25% OF THE CUSTOMERS  
NATIONWIDE



1.2 M UNITS OF  
MOTORCYCLE



1.4 M UNITS OF  
MOTORVEHICLE

QUEZON CITY



19% OF THE CUSTOMERS  
IN NCR

489,116 UNITS OF COMBINED MOTORVEHICLE  
AND MOTORCYCLE

# PRODUCT CATEGORY

Revenue in Lazada

3.1M

No. of Transactions in Lazada

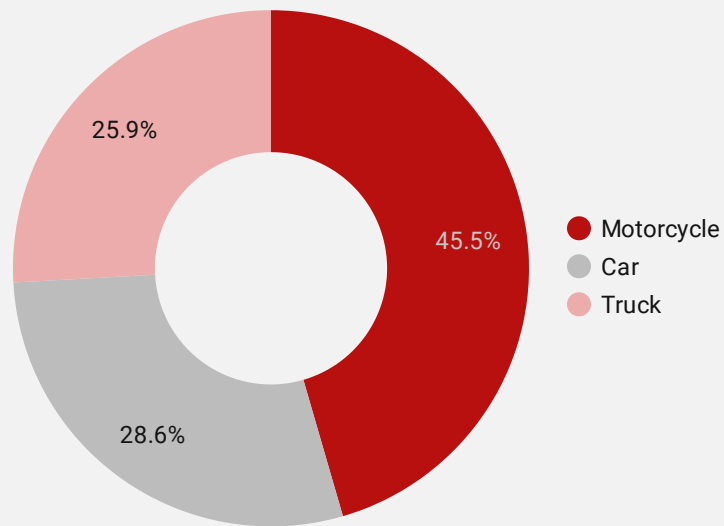
1.5K

Vehicle Type

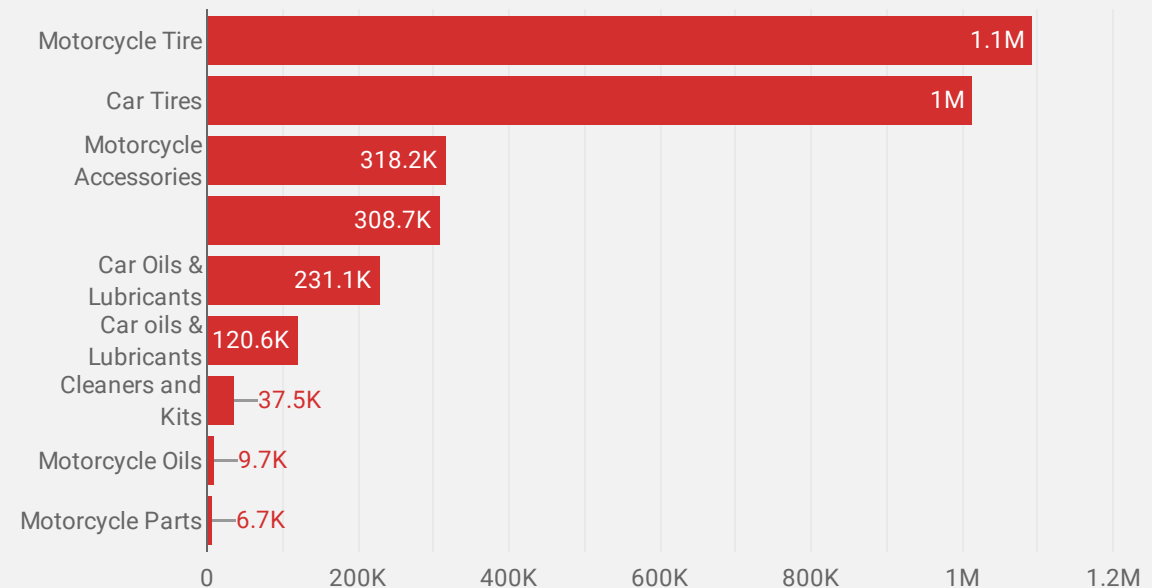
Category

## Where do sales come from?

Goal: Identify the biggest source of customer

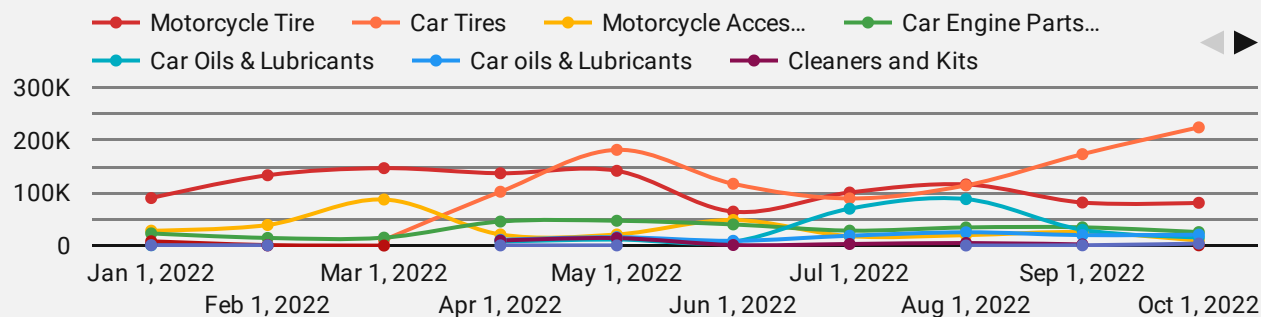


## What product category in lazada has the highest revenue?



## What product category can they capitalize on?

Goal: Identify product category that has a significant increase



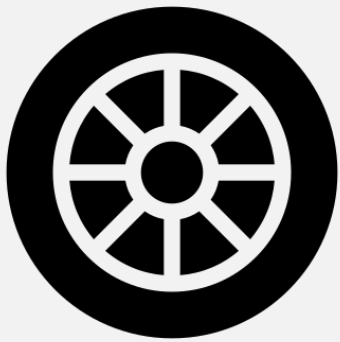
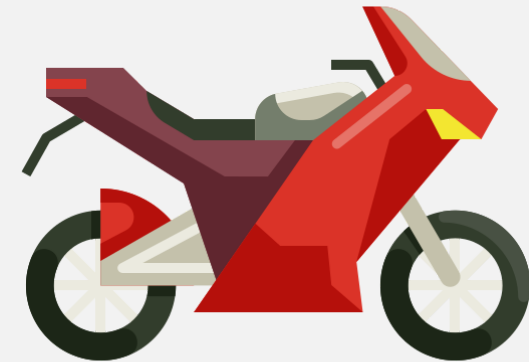
Details		Revenue
1.	WEST LAKE SL369 275/55R20 ...	228,160
2.	MRF 8.25 X 20 Rib Type Truck ...	184,807.62
3.	SAILUN TIRE Passenger Car Ra...	157,922.91
4.	WEST LAKE SU318 265/60R18...	126,000
5.	PIRELLI DIABLO 150/60x17 MO...	122,968.77
6.	MOTUL Engine Oil 300V Motor...	117,912
7.	PIRELLI DIABLO 150/60x17 MO...	100,000

1 - 100 / 190

# PRODUCT CATEGORY SUMMARY

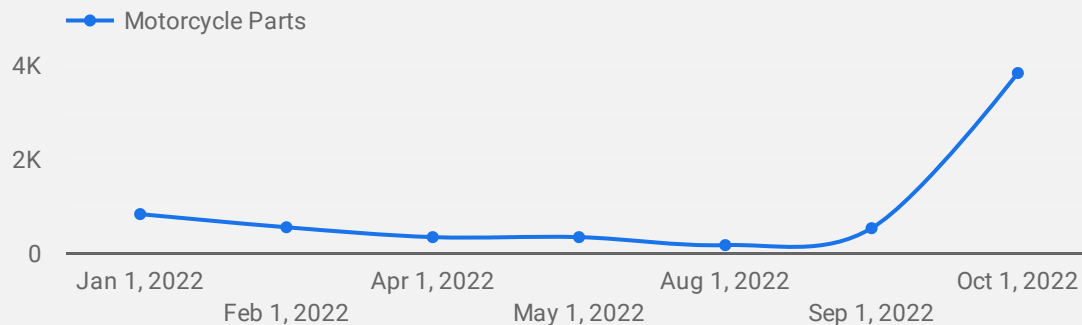
## PIEZA'S SALES COMES FROM

**45%** OF THE **TOTAL SALES** COMES FROM  
**MOTORCYCLE RELATED PRODUCTS**



**MOTORCYCLE TIRES** AMOUNTED TO **77%** OF **SALES**  
OF **MOTORCYCLE RELATED PRODUCTS**

**MOTORCYCLE PARTS** SALES FROM OCT. **RISE UP TO 611%** FROM SEPT



Details		Revenue ▾
1.	NGK SPARK PLUG STOC...	3,840
2.	Rusi KR-150 Brake Hose	1,400
3.	Honda Ignition Coil XRM ...	700
4.	Honda Wave/XRM Chan...	540
5.	Honda XRM 110 Change ...	180

# TRANSACTIONS PER PLATFORM



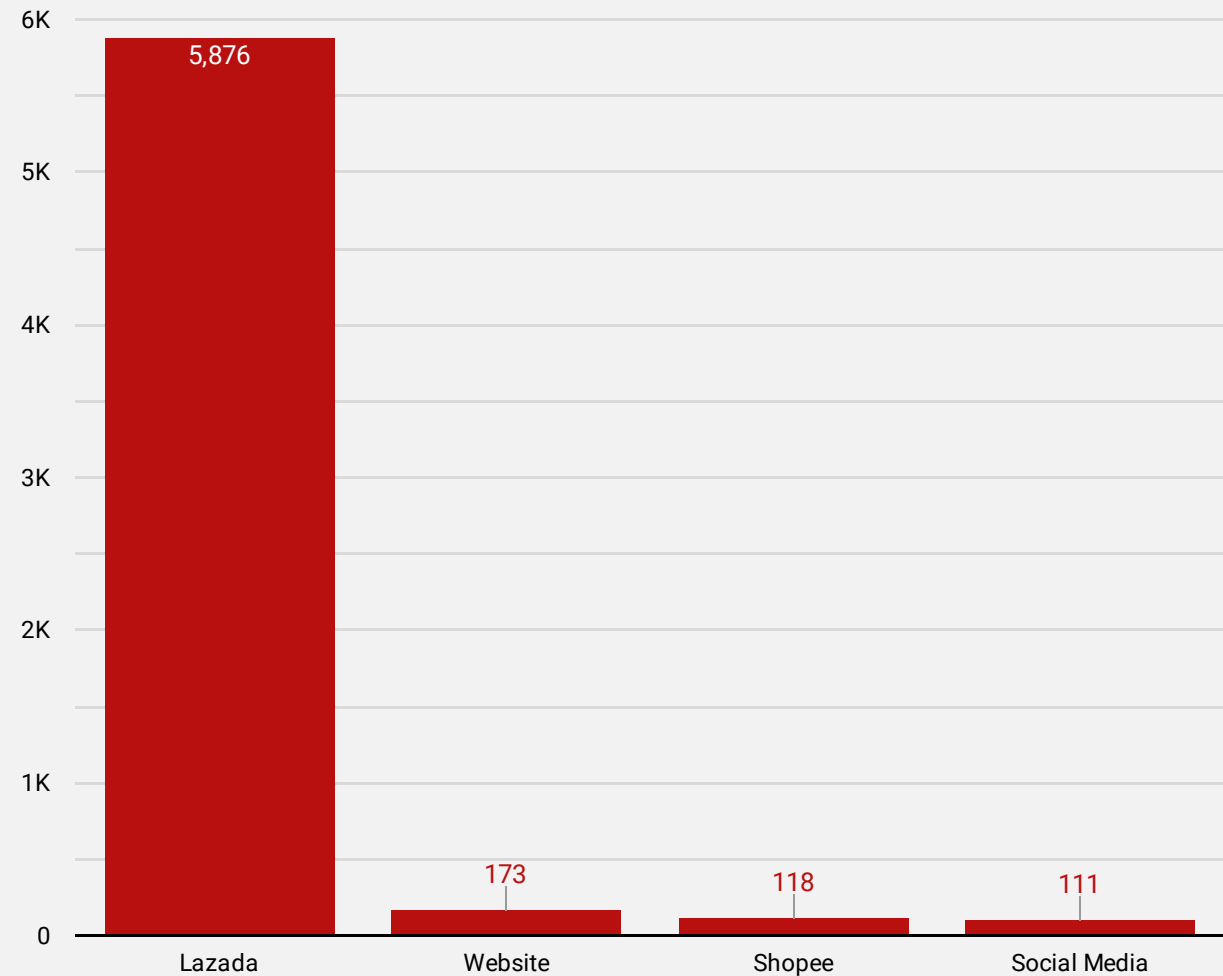
**93.6%** of transactions  
were generated from **Lazada**

## WHY?

ACCESSIBILITY

WIDE VARIETIES OF PRODUCTS

DISCOUNTS & VOUCHERS





# PRODUCT SEGMENTATION (Lazada)

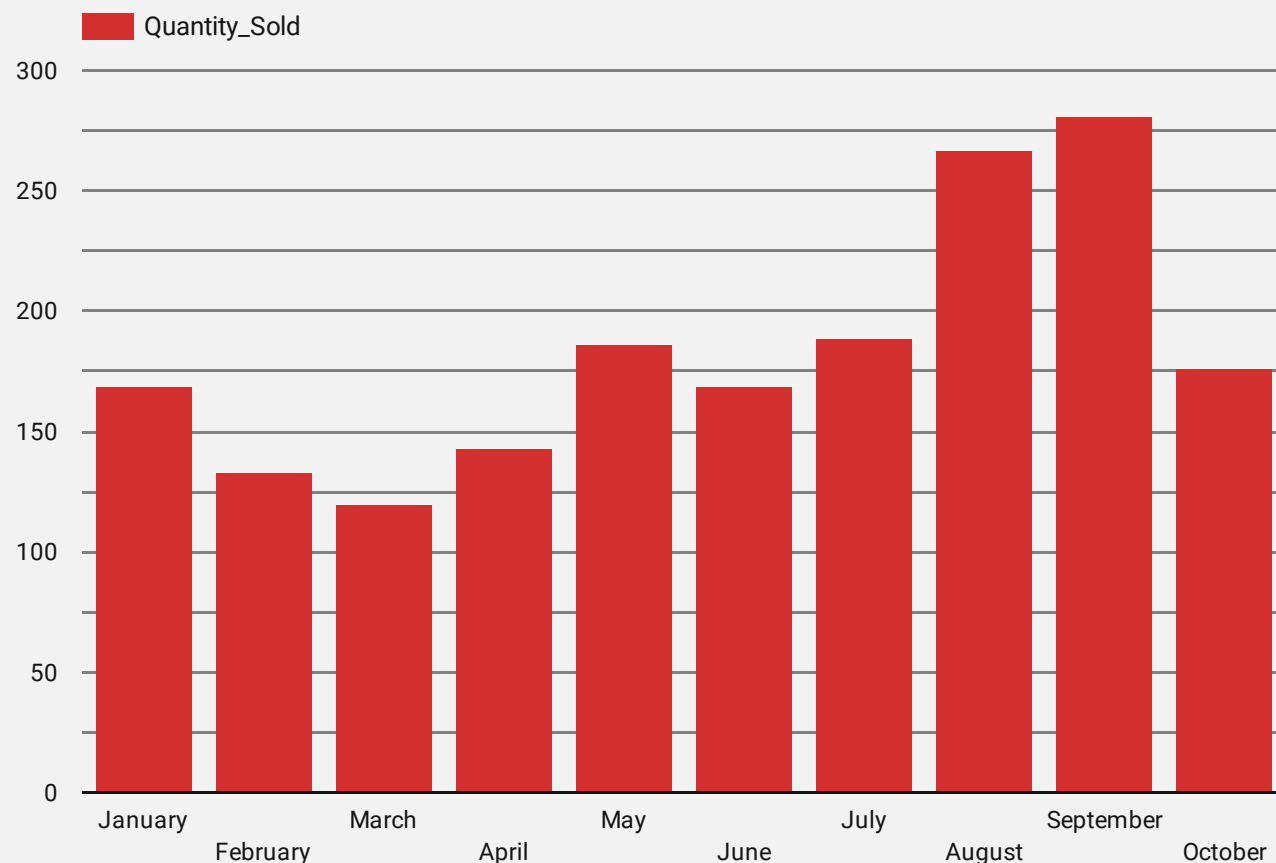
	Store_Name	Product_Name	Date	Product_Segmentation	Quantity_Sold ...	Price
1.	RMJ	Shell Advance 800ML AX5 15W - 40 Motorcycle Oil (1 Bottle)	Jan 1, 2022	High Sales, Low Value	30	195
2.	LCE	WEST LAKE SL369 275/55R20 (A/T)	Oct 1, 2022	High Sales, High Value	28	6,820
3.	PARTS PRO	ACDELCO Air Filters 19348772	Aug 1, 2022	High Sales, Low Value	27	576
4.	PARTS PRO	ACDELCO Air Filters 19348772	Jul 1, 2022	High Sales, Low Value	27	576
5.	KPH	ORBIT(W2) Grade 430 STAINLESS STEEL HOSE CLIPS Size(mm):50-70mm Size (i...	Jan 1, 2022	High Sales, Low Value	22	70.15

>

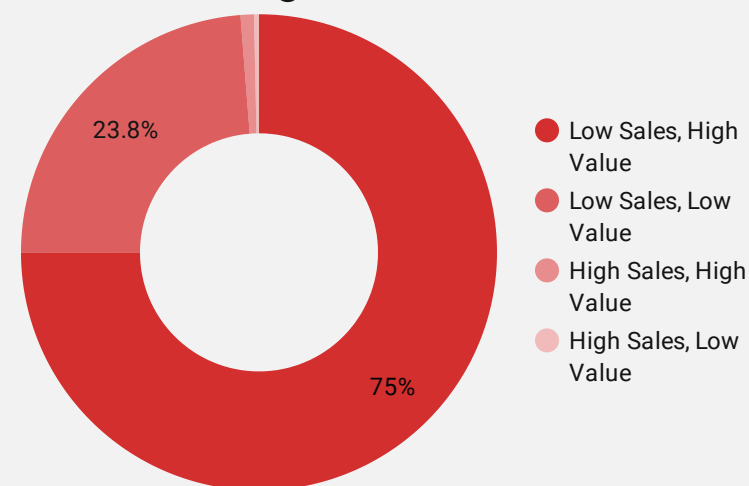
Sales

1,526,440.54

Total Quantity Sold in the year 2022 (January - October)



Product Segmentation



# PRODUCT SEGMENTATION INSIGHT



Top performing months of the year 2022



What are the top-selling products in those months?

**SEPTEMBER**

**AUGUST**

₱145,064

₱267,943

**JULY**

₱95,083

**ACDELCO Air Filter**



**ACDELCO Automatic Transmission Fluid**



# Product Bundles And Promos (Lazada)

	Product_Details1	Product_Details2	Trans_Count ▾
1.	ACDELCO Air Filters 19348772	MAG 1 Pressure Washer Pump Oil 1 Quart	298
2.	HANSA HS-PT-154 GLOW PLUG for TOYOTA LITEACE 2C - 11V	MAG 1 Power Steering Fluid with Stop Leak 12oz	216
3.	JOHNSEN'S - USA Smoke Eliminator w/ Leak Stop 14.5 oz.	MOTUL Engine Oil 300V Motorsport Ester-Core POWER 5W40 2 Liters	211
4.	ACDELCO Air Filters 19348772	PIRELLI DIABLO 150/60x17 MOTORCYCLE TIRES	199
5.	Back Door Stav Assv NISSAN URVAN ESCAPADE (LH & RH) 90440-VH401	JOHNSEN'S - USA Octane Booster	166

1 - 5 / 5 < >



**ACDELCO Air Filters + MAG 1  
Pressure Washer Pump Oil 1 Quart**



**HANSA HS-PT-154 GLOW PLUG for  
TOYOTA LITEACE 2C - 11V + MAG 1  
Power Steering Fluid with Stop Leak 12oz**



# BRAND DISCOVERY

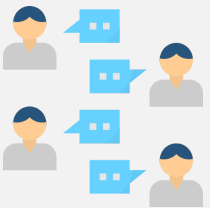


**21%** of Filipino consumer find new brands and products through **ads seen on television**



**10%** of Filipino consumer find new products through **ads seen on social media**

**ACTION:** Utilize social media ads as it can reach mass amount of people with small time



**14%** of Filipino consumer listens to **recommendation** from family/other customer

**ACTION:** Encouraging customers to give feedbacks to products will increase consumer trust of potential buyers



**9%** of Filipino consumer search products in the **internet**

**ACTION:** Creating informative and keyword title tags to show at the top of the results page

# MOSTLY USED PLATFORM IN THE PHILIPPINES



## SOCIAL MEDIA CAPITAL OF THE WORLD



TOTAL FILIPINO MEDIA USERS: **76.01 million**  
AGE OF FILIPINO USERS: **25-34 years old**  
DAILY TIME ON THE INTERNET: **10hrs and 27mins**



**96.2%** of Filipino use **Facebook**  
most of the time

# RECOMMENDATION



**WHERE**

**WHAT**

**HOW**

**WHEN**

# RECOMMENDATION

## WHERE SHOULD PIEZA POINT THEIR PRODUCTS?

**NCR** is the topmost populated area in terms of hybrid vehicles with a **24.63% Market Size**



**Region IV** seem ideal for the 1st phase (2Q 2023) of **expanding** the market due to the Market size demand

Once **Pieza's online platform** is fully automated, organized and well advertised, It can even take advantage to an **Unlimited Category**

# RECOMMENDATION

## WHAT CATEGORY OF VEHICLE SHOULD PIEZA FOCUS ON?



**Motorcycle-related parts** comprised the top-selling products at **45.5%** with total value of **P1.428M**

Pieza's sales figure does not reflect the dense **motorcycle market share** of **1.175M** registered motorcycles

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**1.175M Motorcycle user** @ P2,000/yr average Parts/accessories expenses

= **2.350B** Motorcycle - NCR Market Value

Say: @ **1%** Pieza Estimated Market Share

= **23.5M** Pieza's/yr gross revenue for MC-NCR area alone



# RECOMMENDATION

## HOW CAN PIEZA KNOW WHAT PRODUCTS TO BUNDLE AND WAYS TO PROMOTE IT?



### **BUNDLE PRODUCTS**

ACDELCO AIR FILTER + MAG 1 PRESSURE WASHER PUMP OIL

HANSA GLOW PLUG + MAG 1 POWER STEERING FLUID



### **EXPLORE FACEBOOK ADS**

INVEST IN ADS AND PROMOTE PIEZA FACEBOOK PAGE TO  
MOTORCYCLE/CAR GROUPS

# RECOMMENDATION

## **WHEN** TO BOOST PROMOTIONS?

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ALL YEAR-ROUND SEASONAL SALES

PROMOTIONS ON A SPECIFIC PRODUCT LINE

SPONSORED CATEGORY EVENTS

YEAR-END INVENTORY SALES

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**CONSISTENCY IS THE KEY**



# **SMART RECOMMENDATION:**

**(Specific - Measurable - Achievable - Relevant - Time-Bound)**

To transition as a leading **AUTOMOTIVE SPARE-PARTS ONLINE MARKETPLACE**; the following should be developed:

- Build Pieza as an international **Brand Name**.
- Standardize and Maximize **Vendor accreditation** across all regions.
- **Hire an SEO specialist** to Develop and increase online traffic through Tri-media Online Ads exposure.
- Identify specific market pillars per area and **Expand** on a Phase-to-Phase basis.
- **Hire Data Analyst Now** and **achieve more than P20M Sales in 2023**.



THANK  
YOU