I thought it would be helpful to review the contents of your paper before answering any questions. Right now, in terms of writing quality, you’re off to a good start. Unfortunately, you’re missing a number of important components of successful papers.

Here are some issues that need to be addressed BEFORE proceeding.

1. After reading the first few paragraphs, it is hard to understand what AHJs are. For someone who knows nothing about car maintenance, since I pay to have someone do my vehicle maintenance/ repairs for me, this was difficult to understand. This MUST be explained. Furthermore, what is AHJ an acronym for? This needs to be specified. I had to look it up. Assume your reader knows NOTHING about motor vehicles.
2. Also, what is the market need? This should be addressed before beginning the SWOT Analysis section. Please see my comments below about making this industry specific rather than available to all car owners.
3. You discuss the idea of brand awareness in the SWOT Analysis section. What do you mean by this? How will you increase brand awareness? This should be briefly specified before your SWOT.

DEFINE TARGET MARKET: INCLUDE THE FOLLOWING -

Describe your target market, whether a business or consumer market, using segmentation variables. These include the use of demographics, psychographics, geodemographics, geographies, or other segmentation criteria.

1. Target market- Individuals who own, lease, or rent vehicles. Please explain if AHJs are limited to specific types of vehicles and why.
   1. It might be beneficial to make this product business market based. Especially for truck drivers and motor vehicle operators, who are traveling long distances, this product could be of use.
      1. Many individuals, especially who have newer vehicles, have roadside assistance (which is free of charge). Why would they invest in your product when they don’t pay for roadside assistance? Just a point to consider.
2. Demographics- If we keep the target market as an individuals who own, lease, or vehicles, then your demographics are people who have motor vehicles.
   1. Specific demographic information need not be addressed, with the exception of vehicle owners/ leasers.
3. Psychographics are “While demographics show your subscribers’ hard data (age, location, marital status, ethnicity, etc.), psychographics slice across your list from a different angle, looking at lifestyles, behaviors and attitudes” (AWeber, 2013).
   1. Since your market is so broad, you really don’t need to look at psychographics. You could specific target the outdoor adventurer, the road-tripper, the soccer mom, etc.
      1. <http://www.aweber.com/blog/email-marketing/are-you-marketing-by-psychographics.htm>
4. Geographies- I would target individuals who live in suburban/ rural areas. I firmly believe these individuals will be your greatest market. It is important to convey the benefits of this product, especially to those who live far from town, in your market review.

Describe your rationale for selecting the target market(s) that you did. State why these markets are attractive to you, as a marketer.

1. Your market is very open. You can highlight some of the information listed below-
   1. People who drive vehicles will be attracted to the easy, safety, accessibility, and time reduction offered by AHJs.
   2. People who drive long distances or live outside cities will be attracted to this product given the simplicity and instant accessibility. Even for individuals who have roadside assistance, this product is beneficial, given it can be done quicker than waiting for a wrecker or tow truck.
   3. You aren’t focusing as much on demographics as you are on psychographics. Your product is general in terms of demographics, BUT is specific in terms of lifestyle psychographics (e.g. road trippers, adventurers, soccer moms, on-the-go road warriors, etc.).

Describe the market in terms of its anticipated growth, revenue opportunities, past performance, etc.

1. This is a section that is going to be a bit of an issue. Unfortunately, while you have a great product idea, individuals are going more towards roadside assistance and less towards fixing their own vehicle. As mentioned above, if you target specific psychographics, your product is more likely to be successful. I would target outdoor adventurers. From there, you can look up the increase or decrease in stock figures for these stores/ markets.
   1. Here’s what I found:
      1. Sales for outdoor sporting stores have remained somewhat constant. (e.g. Dick’s Sporting Store)
      2. Sport stores are opening new locations throughout the country- http://www.startribune.com/sports/outdoors/210087371.html

Utilize our author's criteria for segmentation to demonstrate that your target market(s) suggest the likelihood of success - the market needs to be identifiable, measurable, sustainable, accessible, and reachable.

DEVELOPING THE COMPETITIVE ANALYSIS  FOR YOUR TOP TWO (2) PRIMARY COMPETITORS

Indicate why you have selected these two competitors.

Offer a swot analysis that focuses on the strengths and weaknesses of each competitor.

Describe of each company, its current market share, its product or service set offerings, its financials (e.g., revenues, profitability, etc.), current positioning within the market, target market that is seeks to reach, recent history (how are they doing?), and how they market themselves to the target market that you also wish to reach.   · do a comparison of your product or service with that offered by the competition. How will you differentiate your product/service from that offered by the competition? Inherent in your presentation will be why your target market would likely select your offering over that of the competition. If you don't have a differentiator, your target market won't see one either.   · describe the likely response that these two competitors will take once you begin to make ample waves, assuming that you are entering a market in which competition already exists.    please provide references