

Braaap company essay



**ASSIGN
BUSTER**

Introduction

Braaap started with a vision of making motorcycling more fun and more accessible, so more people could experience what we love in motorcycling. Their plan from the beginning was to build a Motorcycle that could compete with the custom built American race bikes, but be affordable. Be World Class. With a dream of building a world class niche Motorcycle brand braaap founder Brad Smith set out to find manufacturing partners that could build the dream bike, as a young man with nothing but a vision over 50 motorcycle manufacturing plants laughed him out of their office until finally manufacturing partners started to believe in the vision and thank god they did because they now have what they believe is the best motorcycle range of its type in the world. BRAAAP are the only motorcycle on the planet with lifetime warranty and we are the only motorcycle brand to win back to back championships at the world title for our sport.

Analysis

With a mission to give young people a clean adrenalin rush, through Motorcycling, the Braaap " Learn to Ride" program offering riding lessons to help new people get involved in their sport. The company believe everyone should have an opportunity to ride a motorcycle. Braaap has grown into a Motorcycle Manufacture fueled by a passion for riding and their mission to get more people involved in sport and to create new motorcyclists. Driven by its retail concept stores and dealership network the braaap brand is growing at a rapid pace across the world.

Starting from the small state of Tasmania braaap is still designed in Australia and manufactured in partnership with specialist manufacturing partners from all over the world Including Canadian made suspension by ELKA, Japanese engine by DAYTONA, French Frame, European exhaust by CRD. Everything goes through Australian quality control and metal testing before its given the braaap Lifetime Warranty stamp of approval. The motorcycle is company's masterpiece but the world class 21st Century business systems are the reason they are 4 times Australian Retail Business of the year.

Promotion Methods

1. Direct Mail - Direct mail is one of the best ways motorcycle businesses can market their products. You will need to find a reputable list vendor, which is a company that puts together direct mailing lists of specific customer profiles. These companies can help you identify a list of targeted motorcycle enthusiasts you can send marketing messages to about your business. Try sending a variety of materials, such as sales letters, postcards, fliers and brochures. Always communicate the benefits of what the motorcycle rider will get out of your motorcycles here are the " reasons why" a customer should buy from you.

2. Social Media - Social media websites are a great way for motorcycle businesses to market their products to consumers. Make a page for your business and invite current customers to join or follow. Try to connect to their friends through them. Include relevant content on the page that will resonate with your fan base, including videos and tips for riders.

Communicate special deals, discounts, events and exclusive offers for fans of your page.

3. Referral Program – Referrals are one of the best examples of word-of-mouth marketing, which is a type of marketing in which consumer spread the word about your business. Offer some type of incentive for current customers who refer another customer who buys a bike from you. The incentive can be a gift card or special savings on a future purchase from your motorcycle shop. You can partner with other businesses like repair shops, and provide incentives to them for referring customers to your motorcycle business.

4. Events – There are plenty of motorcycle events, and these are excellent opportunities to market your motorcycle business. Find motorcycle events in your local area or nationally, and contact the event manager to see if you can promote your business at the event. Show up at a bike rally with information about your business. Showcase your bikes and network face to face with customers at motorcycle shows. Pass out literature and marketing materials about your business at trade shows, and show videos and other multimedia that communicate the benefits your bikes offer. Charity events are also good venues to market your business.

Marketing Mix

The marketing mix of the business is very important strategic plan for any company to survive in Australia. We will discuss about the 4p of marketing mix and how they apply to BRAAAP business.

1. Product – Products are the goods and services that your business provides for sale to your target market. When developing a product you should consider quality, design, features, packaging, customer service and any subsequent after-sales service.

2. Place – Place is in regards to distribution, location and methods of getting the product to the customer. This includes the location of your business, shop front, distributors, logistics and the potential use of the internet to sell products directly to consumers.

3. Price – Price concerns the amount of money that customers must pay in order to purchase your products. There are a number of considerations in relation to price including price setting, discounting, credit and cash purchases as well as credit collection.

4. Promotion – Promotion refers to the act of communicating the benefits and value of your product to consumers. It then involves persuading general consumers to become customers of your business using methods such as advertising, direct marketing, personal selling and sales promotion.

BRAAAP Strategies and Objectives

The Motorcycle Dealer's mission is to become the recognized leader in its targeted market for motorcycle sales and mechanical services. The Founder expects that the business will aggressively expand during the first three years of operation. Mr. Doe intends to implement marketing campaigns that will effectively target individuals within the target market. As stated in the executive summary, the business will carry a diverse line of motorcycles

from a number of brand name manufacturers both domestically and internationally. At this time, Mr. Doe is actively sourcing manufacturers that will develop distributor relationships with the Company so that it can acquire its wholesale inventories of motorcycles. The Company will maintain a 2000 square foot show room. Management expects to sell 8 to 12 motorcycles on a monthly basis.