

1. Company Name:

LuxuryAuto

2. Mission Statement:

LuxuryAuto provides premium car parts for luxury cars owners, delivered with great service and efficiency.

3. Types of Products You Wish to Sell:

LuxuryAuto sells high-end aftermarket and OEM car parts for luxury brands such as BMW, Mercedes-Benz, Audi, Porsche, and Lexus. This includes:

- Performance upgrades (brakes, exhausts, suspensions)
- Interior (leather upholstery, LED lighting, infotainment systems)
- Exterior accessories (rims, spoilers, body kits)
- Maintenance parts (filters, belts, sensors)

4. Define Your Audience:

a. What type of customer do you want to reach?

Car enthusiasts and luxury car owners who prioritize performance and are willing to invest in quality parts.

b. Who are your target customers?

- Owners of high-end vehicles aged 25–55
- Automotive repair shops specializing in luxury vehicles
- DIY mechanics and tuners
- Car clubs and luxury auto enthusiasts

5. How Do You Plan on Marketing Your Ecommerce Site and the Products You Sell?

- Social Media Marketing (Instagram, Facebook, TikTok)
- Search Engine Optimization (SEO)
- Influencer Collaborations with auto content creators
- Google Ads and retargeting campaigns
- Email marketing with promotions

6. What Type(s) of Payment Systems Do You Plan on Using?

- Credit/debit cards
- PayPal
- Apple Pay / Google Pay

- Klarna or Afterpay

7. How Will You Handle Order Fulfillment for Your Products?

- Third-party for storage and shipping
- In-house inventory for high-demand products
- Automated order tracking and email notifications

8. How Will You Handle Security on Your Website?

- SSL encryption for secure browsing and checkout
- Trusted payment third parties
- Regular malware scans and site security audits
- User account protections and data privacy measures