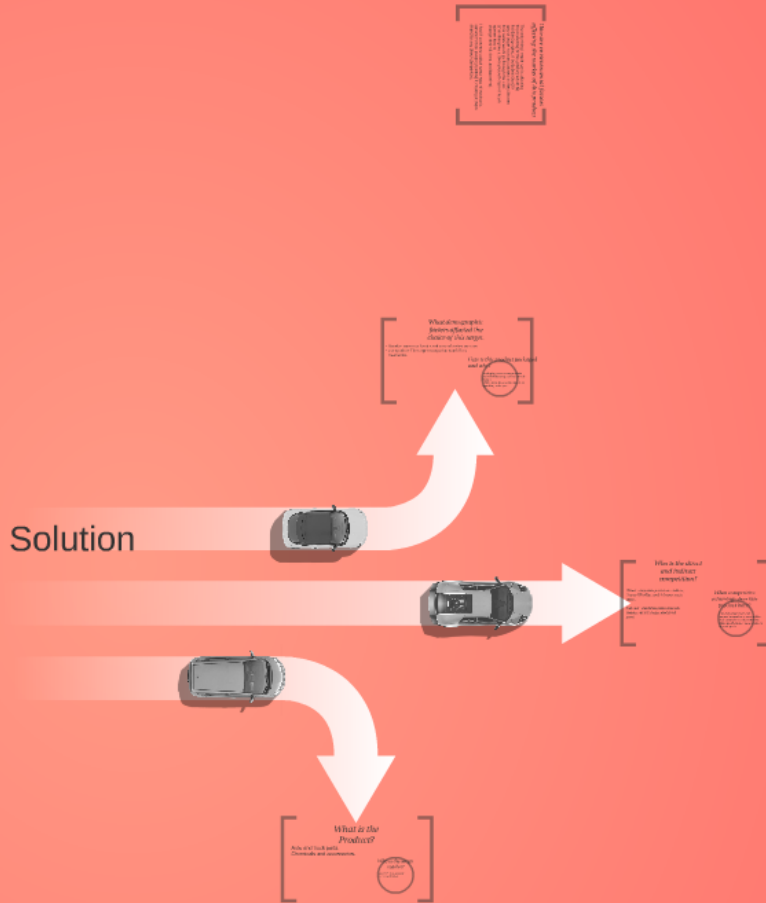
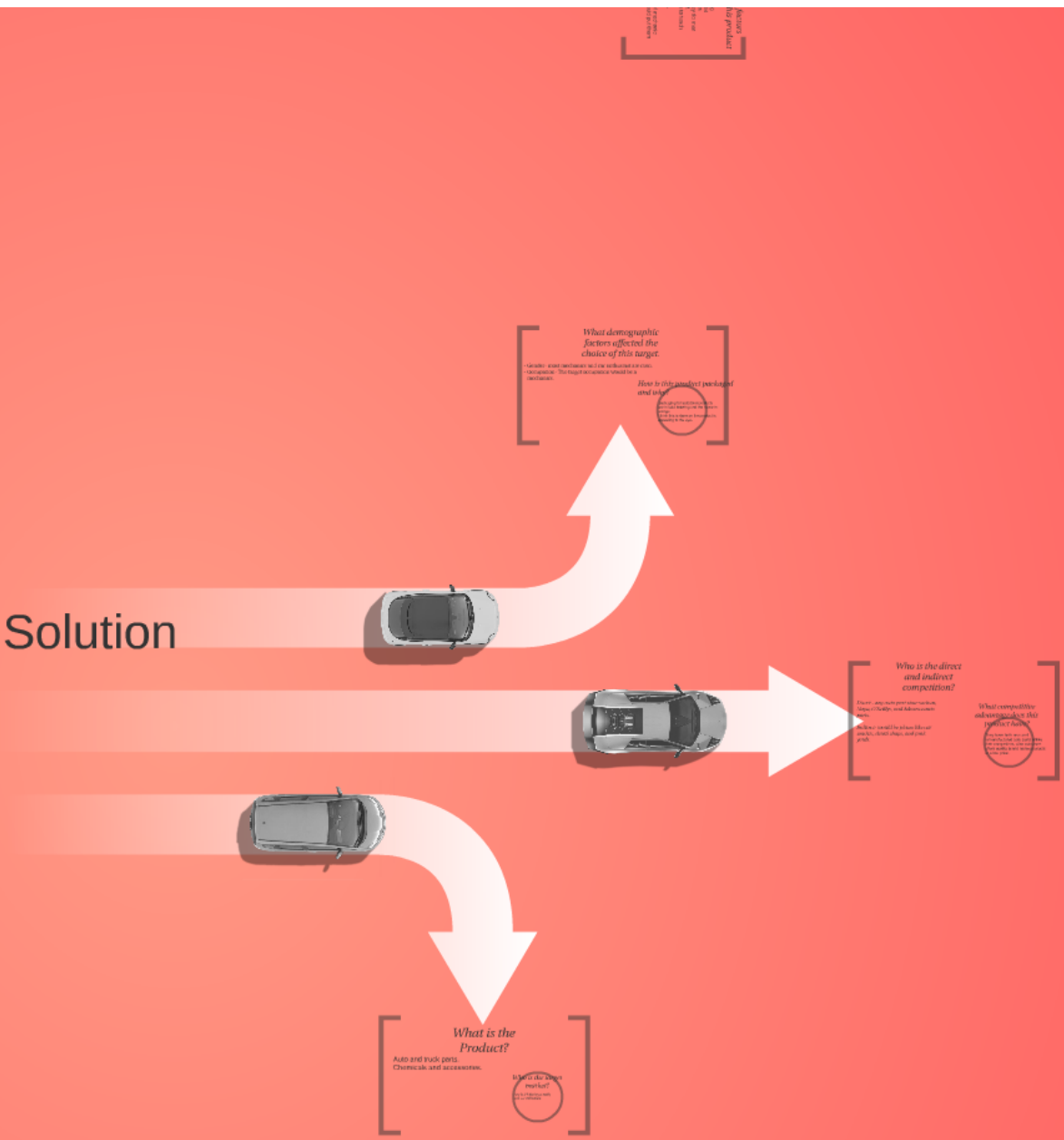


Auto zone Auto Parts Retailer Case Solution



TheCaseSolutions.com

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What is the Product?

Auto and truck parts.
Chemicals and accessories.

Who is the target market?

Any D.I.Y (do-it-yourself)
and car enthusiast

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and car enthusiast

What demographic factors affected the choice of this target.

- Gender- most mechanics and car enthusiasts are men.
- Occupation- The target occupation would be a mechanic.

How is this product packaged and why?

packaging for autozone products are in bold lettering and the name in orange. I think this is done so the product is appealing to the eye.

*How is this product pack
aged and why?*

product names and product descriptions are in bold lettering and the name in orange.

I think this is done so the product is appealing to the eye.

Who is the direct and indirect competition?

Direct - any auto part store such as, Napa, O'Reillys, and Advance auto parts.

Indirect- would be places like car washes, detail shops, and junk yards.

What competitive advantage does this product have?

They have both new and remanufactured auto parts unlike their competitors. Also autozone offers quality brand name products at a low price.

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