

Vintage Model Cars in Russia

Marketing Plan

Trend: Build Back Better



Green Vintage

Drive **locally**, Impact **Globally**

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PEST Analysis Russia

Knowing the Russian Market

Politics



Rule of law:
Civil law

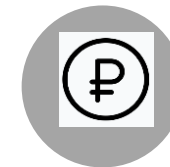


Corruption control:
129/180



Governance
-0.02 (2019 data)

Economy



Currency:
Russian Ruble



GDP:
1.71 trillions Euro.

PEST Analysis Russia

Knowing the Russian Market

Social



Language:
Russian



Population:
145,991,871



Avg Wage:
51.100 Russian Rubles

Technology



ICT Market:
Well developed





















Internet Users:
124 .0 million

Trend “Build Back Better”

- Embracing purpose-driven initiatives.
- Positive effects on the triple bottom-line — people, planet and profits.
- Build Back Better will improve business resilience, brand reputation and financial value.



MORPHOLOGICAL BOX for “ Build Back Better “

	Rarity	Beautiful	Condition	Comfortable	luxury	Safety	Reliability
Climate change							
Reduce energy							
Repair broken items							
Sustainability							
Buy second hand							
Prefer rent over ownership							

Who are We?

Vintage Car Modifiers and Dealers.

We are the bridge between Luxury and Greenery. We offers modified Battery operated Vintage car with idea to support sustainability.

Our Logo also says:
Drive Locally, Impact Globally.



Green Vintage

Drive **locally**, Impact **Globally**

Vision and Mission Statement

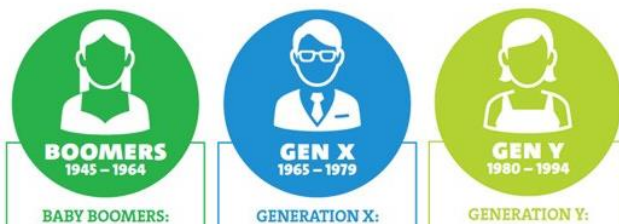
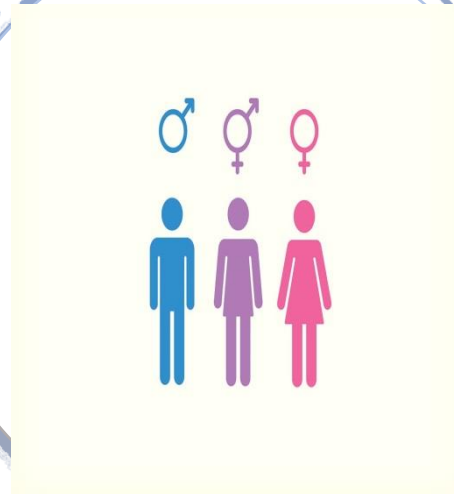
Vision statement: To be the most trusted and ethical Vintage Model Car sellers in Russia.

Mission statement: We support our vision by offering vintage model cars to help countries thrive in the field of sustainability with the motive of Build Back Better.

Target Audiences

Aristocrat Customers in Russia

- High Earners/ Affluent Persons
20.130 thousand rich people in Russia.
- Rich People
2.965 thousand Rich people in Russia.
- Very Rich People:
246 thousand very rich people in Russia.



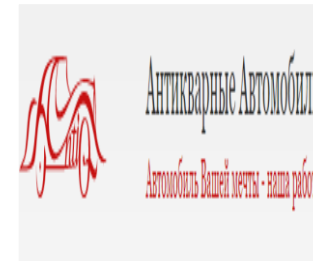
Competitors

What are they selling?



New in the market but gaining popularity.

Restore old cars.
Offers Sales, Restoration
and Service.



Only deals with antique cars. Selling, buying, investing, restoration and repairs

Strong online presence.
Deliver rare spare parts all
around the world. Strong
in car restoration business



What are we selling

Unique Experience



Unique Product : Electric Vintage car.



Eco Friendly: Perfect balance between vintage cars and the environment.

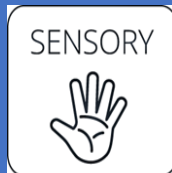


Design: Select your own design from our available innovative design pool.



Care: We care for you. Try to use Chemical free non toxic products wherever we can.

What are we selling
Unique Experience



Sensory Marketing: You can really feel the driving experience.



Eco Friendly electric car.
You're protecting the environment.



Driving Luxury. You can see the heads are turning with your ride.



Visionary Marketing: You will witness the beautiful craftsmanship.

Why it is a good idea?



Sales of used cars is increasing in Russia. **5,274 used electric cars were registered in 2020.**



Increasing charging infrastructure, High end technology, new hi tech batteries & State support towards electric car.



Car Sharing and leasing is growing in Russia. Together we can make an impact.



Opportunity to make an impact on society, while fulfilling luxurious lifestyle.



Reaching out customers



Company Website,
Blogs



Social media and
professional
networks



High end clubs,
hotels tie up.(flyers
etc.)



Promotional tie up
with Car Magazines

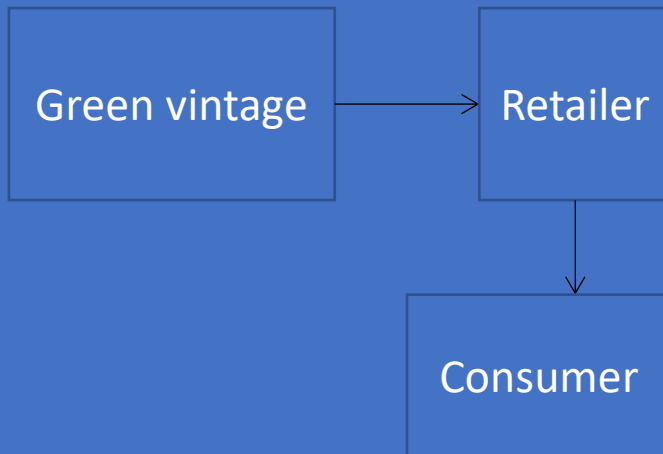


Messe, Car shows



Events, Webinars

Distribution Channel



Established in 1996.
Owned by Yandex.

Biggest Car selling
company in Russia.



Online car selling
Platform.

Online Car Selling.



Source: <https://www.drom.ru/>, accessed on 03.06.2021 at 13:02, <https://www.drive2.com/cars>, accessed on 03.06.2021 at 13:00, <https://www.ooyyo.com/russia/used-cars-for-sale> accessed on 03.06.2021 at 14:30, <https://auto.ru/sankt-peterburg/cars/used/> accessed on 03.06.2021 at 15:00

Trends

Climate Change

Reduced Energy

Repair Broken items

Sustainability

Prefer rent over buying

Second hand items

Countertrends

No Climate Change

Pollution

Purchase new items

Unsustainability

Prefer buying over renting

First hand items

Plan B- Countertrends



Sell Vintage cars in Russia. Purchase, Repairs and sell with respect to original assembly line.



Main focus on Profit.



Only focus on luxury.

Thank you