

## Case Analysis of an online car expert company: GoMechanic

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### ABSTRACT

Marketing plays an important role for the growth of any business. The success of any product in the market is largely dependent upon the marketing strategies and plans adopted by firm. The tasks which are necessary for marketing to be successful includes capturing marketing insight, connecting with customer, building strong brand, creating, delivering, and communicating values and creating long term growth of business.

In this analysis, the success of GoMechanic was reviewed to understand the concepts of marketing. These concepts can be helpful for the growing businesses.

**Keywords:** Marketing, Customer, concepts, values, customer satisfaction.

### 1. Introduction



GoMechanic is a personal online car expert, adviser, and mechanic. It has a network of partner automobile workshops, offering standardized service experience. GoMechanic ensures that all its partner service centre have genuine spare parts and consumables, highly skilled technicians, and manufacturer recommended procedures.

GoMechanic is a network of technology-enabled car service centres, offering car service at the convenience of a tap. It is an online platform that allows people to avail hassle-free, fast, affordable and quality services with transparency as the key factor. Their aim is to be a cost-effective and reliable solution in auto repairs and services.