

Analyze The Top Market Player

Wraptors (Car Wrapping and more)

1. Perform full research on their target market and avatar.
2. What are the reasons their customers decide to buy?
3. How are they getting attention?
4. How are they monetizing their attention?
5. What is this brand doing better than anyone else?
6. What mistakes (if any) are they making?
7. What can other brands in the market do to win?

1. **The target market** for Wraptors Toronto is men aged 18-35 wanting to wrap their car who don't like the current color of their car or people trying to modify the appearance of their vehicle. The reason I say men is because the car industry is mainly focused toward males and although there is a small female following, the main target market will be men in between the ages of 18-35. **Avatar:** Niko,

23 years old, self-employed just bought himself a Lamborghini Huracan. He was very urgent to get the specific Lamborghini he bought at the price he did, but he absolutely hates the color (yellow). He wants to find a way to change the color without spending a fortune on it and Wraptors is his solution.

2. The reason customers will buy is because people want to change the color of their car without spending too much money. Wraps start at 2999\$ and depending on what you want, that price can go up. Wraptors is very credible, having over 13 locations across 3 countries. They have worked with celebrities and influencers and also have returning customers. They are very active on their Instagram and the credibility is what will keep customers coming back and bring new customers in.
3. They mainly get attention through their social media. They have a massive following across all platforms including 41.3k followers on Instagram and 37.4k on TikTok. They have an email subscription service which I signed up for but have not received any emails yet. Their website is built perfectly. They have a tab for everything and wherever you go on the website you will always see a "Get a Quote" button in bright red somewhere on your screen.
4. Wraptors monetize their attention by staying active with their customers. They host live events, they offer courses on how to wrap cars, and also are very interactive with their following on all socials where they post almost daily. They

have many different ways you can stay in touch with the company whether it's signing up for their subscriptions by email or by saucing them a follow on social media. Also there are small blog posts about wrapping cars on their homepage and they even offer an app.

5. Wraptors is on a global stage with car wrapping and after comparing it to my local car wrapper with a perfect 5 star review I noticed many little things Wraptors does that separates them from the pack. They post on their social media EVERYDAY. This makes it easier for people to always be thinking about this brand. When they see that post everyday from Wraptors, it will automatically be in their head and get them thinking, maybe I need my car wrapped? They have a bunch of great testimonials. From people leaving unbelievable reviews, to blogs, and even update their reviews on their website to make sure they are up to date with most recent customers. Also they don't only wrap cars. They have wrapped boats, jet skis, walls and many more interesting stuff.
6. When looking at their website it is very hard to spot any mistakes. They have a really cool little stat on their website that says 9000+ cars wrapped, 9000+ happy customers, 10+ years of experience. They are professionals in this field and it shows. They have a perfect layout on their website where you can find anything you need to know and they even sell merchandise!

7. Other brands will have to do a lot more to win against a company like Raptors.

Wraptors offer many other services other than wrapping cars, they can add any visual modification to your car. If you want to outcompete Wraptors you would have to offer more services and be able to complete the services Wraptors provides BETTER. Faster, offer more colors, and even provide performance modifications. It will be hard to catch up to Wraptors with their credibility but if you do some of the little things a little better such as the car wraps and modifications as well as building a reputation FAST you could outcompete Wraptors.