

MARKET RESEARCH TEMPLATE

Business Name: Mercedes-Benz of Oakland.

Business Type: Car Dealership.

Business Objective: Get More presence and Help more clients.

Funnel: Via Facebook Ad.

Who exactly are we talking to?

We are targeting individuals with a strong appreciation for luxury and performances in their vehicles. These are status-driven individuals who want their car to reflect their success and sophistication. They are not just looking for transportation, but for an experience that enhances their lifestyle and sets them apart from the average car owner.

Generally, What Kind Of People Are We Targeting?

- **Men or Women?**
 - Primarily male.
- **Approximate Age range?**
 - 28-50 years old.
- **Occupation?**
 - High-income professionals in Oakland e.g executives,lawyers,business owners.
- **Income level?**
 - \$150k-\$300k

- **Geographic location?**
 - Oakland in California e.g. Rockridge known for its charming street & luxurious homes, proximity to fine dining & boutiques, residents also have a beautiful appreciation for quality.

Painful Current State

- **What are they afraid of?**
 - The fear of their luxury vehicle losing value due to frequent repairs and maintenance issues.
- **What are they angry about?**
 - They are frustrated that their high-end car is not delivering the performance and reliability promised, leading to disappointment in purchase.
- **Who are they angry at?**
 - They are angry at dealerships & service providers for subpar customer service and lack of transparency regarding repair costs
- **What are their top daily frustrations?**
 - They are concerned about finding reliable service that can handle high-end vehicles without cutting corners or compromising quality.
- **What are they embarrassed about?**
 - They get embarrassed when they are out with their luxury vehicles and it fails to perform in social settings or high profile events, causing them to feel diminished around their peers.
- **How does dealing with their problems make them feel about themselves?**
 - It makes them feel as though they've made a poor investment in a brand that was meant to symbolize prestige and excellence.
 - Each issue with their vehicle chips away at their sense of accomplishment, leading them to question not only their choices but also their status in a world where appearance and performance matter.
- **What do other people in their world think about them as a result of these problems?**
 - They worry that peers perceive them as unwise with their investment or lacking the means to maintain their status.
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
 - You wouldn't believe the headaches I've had with my car. I invested in what I thought was a symbol of success, but it feels like I'm always battling issues that shouldn't happen with a luxury vehicle. It's embarrassing to admit but instead of feeling proud when I drive it, I often find myself worried about whether it'll let me down at the worst moment. I just wanted a car that enhances my lifestyle, not complicate it.

- **What is keeping them from solving their problems now?**
 - They are overwhelmed by busy schedules, they struggle to find time to research and locate trustworthy, specialized dealership services.

Desirable Dream State

- **If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**

They'd envision a lifestyle of ease, success and comfort. A lifestyle of exclusivity—living in high-end neighborhoods, driving a luxury vehicle that reflects their success and identity. The day-to-day would be filled with experiences that balance power and elegance: an influential career, a home that feels like a retreat, and time to indulge in passions like travel, fitness, or cultural pursuits. It would feel empowering and luxurious, a life where they command respect and enjoy comfort without compromise.

- **Who do they want to impress?**
 - They seek to impress their peers and networks—whether that's professional colleagues, business partners, or their social circle. The way they carry themselves and the car they drive reflects their accomplishments and aspirations. A Mercedes-Benz, for them, isn't just a mode of transportation but a signal to others that they've made it.
- **How would they feel about themselves if they were living in their dream state?**
 - These individuals in their dream state would feel confident, fulfilled, and validated. There's pride in knowing they are seen as successful and refined. They'd have the self-assurance that comes with knowing they've earned their luxuries, and that the lifestyle they've built is not only deserved but admired by others.
- **What do they secretly desire most?**
 - They desire a blend of power and exclusivity. While outwardly driven by success, they secretly crave recognition without having to shout about it— an understated luxury that speaks for itself. They want something that sets them apart yet fits seamlessly into their world of expectations, whether that's in the form of cutting-edge technology, superior comfort, or status symbols like high-end cars.
- **If they were to describe their dreams and desires to a friend over dinner, what would**

they say?

- They might say something like, “I’ve worked hard to get to where I am, and now it’s about enjoying the finer things. I want everything in my life to reflect that—my home, my car, my lifestyle. I want to feel that sense of achievement every day, and I want to experience the best life has to offer without having to sacrifice time or comfort.”

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**

They see themselves as high achievers who have earned every bit of their success. They believe their problems, such as stress or work-life balance, are simply by-products of their ambition and the level of excellence they’ve chosen to pursue. They don’t see their problems as failures but as challenges they’re equipped to solve with the right tools or luxuries (like a car that eases the day-to-day).

- **Who do they blame for their current problems and frustrations?**
 - They often blame external factors such as the economy, market shifts, or demanding industries that require constant hustle. They may also blame a lack of time or the inability to find products that match their desired level of quality and service.
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
 - Yes, they’ve likely experimented with products or services that promised to enhance their lifestyle but didn’t quite deliver. They may believe they failed because the product wasn’t premium enough, didn’t align with their personal brand, or didn’t offer the reliability or experience they expected. For example, cars that promised luxury but fell short on performance or didn’t have the prestige they wanted.
- **How do they evaluate and decide if a solution is going to work or not?**
 - They focus on quality, reputation, and exclusivity. If a product like a Mercedes-Benz delivers on these promises, they’ll see it as a solution. They evaluate based on expert reviews, peer endorsements, and personal experience with the brand. They are less concerned about price and more focused on whether it meets their high standards and makes their lives easier.
- **What figures or brands in the industry do they respect and why?**
 - They respect legacy brands that have stood the test of time—Mercedes-Benz, for example, represents a fusion of tradition and innovation. They also respect thought leaders and influencers who embody sophistication and success in both

lifestyle and business, people who balance cutting-edge innovation with reliability and style.

- **What character traits do they value in themselves and others?**
 - They value ambition, sophistication, and resilience in both themselves and others. They admire people who maintain a high-level of excellence without sacrificing integrity or quality. They also respect self-discipline and innovation—traits that allow them to stay ahead of the curve, whether in business or personal life.
- **What character traits do they despise in themselves and others?**
 - They despise laziness, mediocrity, and inefficiency. They avoid people or products that don't measure up to their standards. If something isn't delivering the prestige performance, or value they expect, they see it as a failure. They also dislike a lack of ambition or drive in others, especially within their peer group.
- **What trends in the market are they aware of? What do they think about these trends?**
 - They are well-aware of trends like eco-conscious luxury, cutting-edge technology, and seamless integration of personal and professional life through products. They respect brands that are innovating without losing sight of what makes them great (e.g., electric luxury cars that maintain top-tier performance). While they embrace modern advancements, they still expect timeless quality and don't want to sacrifice comfort or prestige in the name of trends.
- **What “tribes” are they a part of? How do they signal and gain status in those tribes?**
 - Luxury Lifestyle Enthusiasts- They surround themselves with people who appreciate the finer things in life, high-end travel, fine dining, luxury brands. They enjoy discussing new technologies and trends in luxury items, especially vehicles like Mercedes-Benz.
 - Professional Networks- High achievers network within exclusive groups, private investment circles, or industry-specific organizations. In these tribes, success and achievement are signaled through visible status symbols like luxury cars, designer fashion, and real-estate.
 - They signal status through ownership of iconic brands
 - Exclusive events and experiences- Attending private launches for new Mercedes models, joining exclusive clubs or Mercedes-sponsored events and engaging in personalized experiences, allow them to stand out within their tribe.

Places To Look For Answers:

1. Your client's existing customers and testimonials
 - a. Positive customer language: “Driving my Mercedes makes every trip feel

- special.”
- b. “I love how safe i feel with all the advance safety features”
- c. Negative customer language:
 - i. “The maintenance costs are a bit steep”
- 2. Your client’s competitors customers and testimonials
 - a. Positive customer language:
 - i. I love my “BMW” . It's so fun to drive.
 - b. Negative customer language:
 - i. “Audi gives me that modern, sleek look with powerful performance”.
- 3. Talking with anyone you personally know who matches the target market
 - a. “The tech in the newer models can be intimidating, but the comfort and designs are unbeatable.”
- 4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. (“My journey” type videos)
 - 1. Positive:
 - a. “My new Mercedes has transformed my daily commute. The smooth ride and luxury features make it all worth it.”
 - 2. Negative:
 - a. “I didn’t expect the infotainment system to be this frustrating- it needs some updates for sure.”
 - ii. Comments
 - 1. Positive:
 - a. My experience at this Mercedes-Benz dealership was exceptional from start to finish. The sales team was attentive and personable — even my child asked if he could come back to do his homework and hang out! I changed my mind more times than I care to admit, yet they remained committed to finding the perfect fit for my needs without a hint of pressure. The deal I got was fantastic, and their willingness to accommodate me eventually won me over from my decade-long loyalty to Audi. This was truly a first-class VIP experience, and I couldn't be more satisfied.
 - 2. Negative:
 - 3. a. First of all Mercedes has a company wide policy for the deactivation and making of new-keys but this is Oakland and the rate of robbery is so high they must revisit current policy, i could not get my key deactivated or a new key made till i had a nervous breakdown in the sales department, which meant my vehicle was left in front of my job and could have been stolen at anytime, i

really expected to have a far better level of service from Mercedes and more protection, even on the airport in Oakland you can fly with no ID so there is no way Mercedes should be able to hide behind company wide policy vs security when the airport can make an exception for the convenience of travelers the MB should be able to find an alternative way to assist customers in theft protection especially since we pay such as absorbent rates for inferior product by the way all the paint is chipping off the door window controls truthfully i had Honda that looks new no paint chip sad to say.

b. IG

i. Positive

1. I just want to say I love my SUV , I was treated like royalty by my salesman and the sales manager was wonderful. They gave me a fair price on my trade . Just a beautiful experience altogether. I will be shopping at Mercedes over and over again. Can't wait for my next purchase.



ii. Negative:

2. The dealer was unable to find the correct grill emblem replacement for my car, even after providing the 'VIN' number. They just suggested that the original dealership where the car was sold may have swapped out the 'OEM' part which is frustrating and doesn't inspire confidence.



b. Facebook

i. Positive:

1. My C-Class has been a dream to drive. The design is timeless, and it feels so smooth on the road!. Definitely a luxury experience every time.

- ii. Negative:
 - 1. I love my Mercedes, but the cost of maintenance and parts is a bit overwhelming. It's definitely something to think about when owning one long-term.
- c. Twitter
 - i. Positive:
 - 1. Just got my E-Class, and I couldn't be happier!. The technology is super advanced, and the ride is unbelievably comfortable.
 - ii. Negative:
 - 1. Mercedes is great, but I've been having some issues with the electronics. Already had to take it in for repairs, which was frustrating.
- d. Reddit
 - i. Positive:
 - 1. "I've owned my E-Class for 5 years now, and the reliability has been great. The ride quality is smooth, and the interior feels luxurious, even after years of use. Love it!"
 - ii. Negative:
 - 1. "I had to replace the air suspension on my S-Class, and the repair costs were through the roof. Love the car, but it's definitely expensive to maintain."
- e. Other Forums (MBWorld, BenzWorld)
 - i. Positive:
 - 1. "I upgraded my "AMG C63" with performance parts based on recommendations from "MBWorld ". The Power gain was incredible, and I love how the community helps each other with DIY tips."
 - ii. Negative:
 - 1. "I'm new to the Mercedes-Benz world, and it has been very hard to get answers that weren't overly technical. Most of the members seem more focused on high-end notifications, and it's so frustrating."
- f. Amazon.com Reviews
 - i. Positive:
 - 1. "Bought OEM floor mats for my GLE from Amazon, and they fit perfectly. The quality feels premium which is what I expect from Mercedes-Benz".
 - ii. Negative:
 - 1. "I bought what I thought was an official part of Mercedes, but it turned out to be a low-quality knock-off. Be careful when purchasing parts from non-dealer sources."
- g. Yelp and Google Business/Maps Reviews
 - i. Positive:

1. “I had a great experience at the dealership! The staff was knowledgeable, and I felt like they really valued my business. Ended up driving home in a new GLC, and I couldn't be happier.”
- ii. Negative:
 1. “I brought my C-Class in for a minor issue, but the dealership added multiple services I didn't ask for. The final bill was much higher than I expected, and they weren't clear about the charges. It felt like they were trying to upsell me at every turn, which was disappointing for a luxury brand.”

Basic Avatar



Name:

- Marcus Aurellius.

Background Details:

- Age: 30 years old.
- Income: \$175k- \$250k annually
- Occupation: Marcus works as a successful lawyer, potentially a partner at a prestigious law firm. He has built a strong reputation within his profession and is known for his attention to detail and pursuit of excellence.
- He currently drives a premium vehicle (but not a top-tier luxury model), and he's looking to upgrade his car as a reflection of the success he's achieved in his career.
- Educational-wise, he holds both undergraduate and law degrees from top universities, and he is well-read and refined in both personal and professional circles.
- Marcus is married with two children, ages of 8 & 12, attending private schools. His wife Olivia also holds a professional job in healthcare management, and together they aim to provide their children with the best, from education to lifestyle.
- While he is already successful, Marcus feels that his current vehicle no longer fits his elevated status and lifestyle, especially among his peers who are upgrading to luxury brands.

Day in the life:

- Morning: Marcus drops his kids off at school before heading to his office downtown. His current car does the job but it's starting to feel outdated, especially when he parks next to colleagues who drive newer, sleeker models like BMW, Audi's and Mercedes-Benz. This stirs a growing desire to upgrade to something that matches his level of success.
- Work Day: Throughout the day, Marcus deals with high-profile clients and regularly attends business lunches or meetings in the city. He's beginning to feel that his current car doesn't reflect his professional status, especially in an industry where image and presentation matter. He wants a car that not only represents his achievement but also signals to clients and colleagues that he's at the top of his game.
- Afternoon/Evening: After work, Marcus picks up his children from after-school activities or takes his family to weekend outings. He's noticed that his current car lacks some of the luxury-features that made driving more enjoyable and comfortable for his family, especially when taking longer trips. He starts imagining a Mercedes-Benz, with its

spacious interior, premium sound system, and advanced tech features, as a better fit for his family's lifestyle.

- In his downtime, Marcus occasionally browses instagram or facebook to keep up with friends and family. He's often shown targeted ads based on his income brackets and interests. A slick, professional ad showing a Mercedes-Benz cruising through scenic roads with clean, luxurious interiors, and emphasizing features like the latest tech (such as safety and autonomous driving) piques his curiosity.