

EXECUTIVE SUMMARY

Overview

- Garage Platform is a purpose-built SaaS for automotive workshops, replacing manual, paper-based processes with a fully digital workflow. We streamline operations, reduce errors, and elevate customer experience in a sector that is still largely offline.

Key Findings and Recommendations

- Most workshops in Cyprus still rely on paper and manual processes.
- This creates lost service records, invoicing errors, low productivity, and poor customer communication.
- Customers increasingly expect digital transparency and access to their service history.
- The market is highly fragmented and lacks a unified digital solution connecting workshops, suppliers, and customers. Accelerate development of the next-generation platform, including automation and the supplier marketplace.
- Focus on onboarding larger workshops as early case studies to build credibility.
- Launch targeted outreach to suppliers to join the marketplace (important future revenue stream).
- Maintain simplicity and ease-of-use as a core product differentiator.

Target Audience and Segmentation

- Primary Audience — Automotive Workshops (B2B)
- Small to medium workshops (1–5 mechanics) needing an easy, reliable solution.
- Larger workshops requiring full operational digitalization.
- Specialized units (body shops, electricians, tyre shops, detailing, etc.).
- Secondary Audience — Suppliers & Parts Distributors
- Businesses that can benefit from direct, digital access to workshops through the marketplace.
- Future Audience — Fleets & Corporate Clients
- Companies managing multiple vehicles seeking centralised service history and maintenance tracking.

Goals and Objectives

Short-Term (0–12 months)

- Launch the next-generation SaaS platform.
- Increase workshop onboarding and expand usage to 200+ garages.
- Finalize marketplace MVP and onboard initial suppliers.

Mid-Term (1–3 years)

- Become the standard garage management solution in Cyprus.
- Achieve strong recurring revenue through renewals and marketplace fees.
- Develop advanced modules (fleet management, integrations, analytics).

Long-Term (3–5 years)

- Expand to regional markets with similar challenges.
- Position Garage Platform as the digital ecosystem for the entire automotive service industry.

Advertising and Promotion

Brand Awareness

- Educational campaigns highlighting benefits of digital service history and automated invoicing.
- Presence at automotive events, expos, and trade shows

Acquisition

- Targeted outreach to workshops via phone, social media, and on-site demos.
- Partnerships with suppliers and tool distributors for co-promotion.
- Case studies using real customers to build trust.

Retention & Engagement

- Continuous product updates communicated via email and in-app notifications.
- Training content, video tutorials, and customer support to maximize usage.