

Kia marketing strategy

[Business](#), [Marketing](#)



Rapid advancement of technology (media, communication and transport) plays a crucial role in connecting the world's economy. This has led the consumers today to have a higher expectation than ever before. Consumers can now experience the products manufactured by another country from another part of the world which made the competition of an industry to go global. Consequently, the task to penetrate into a new market had become tougher. Marketers confront disputes as they try to establish a strong brand name.

This can be obviously seen in established markets like the UK automotive market. UK automotive market consists of numerous well established brands. It requires a lot of efforts and capital from new organizations to overtake the awareness and brand loyalty that exist for the established brands. This case study illustrates how a South Korean auto maker Aka Motors Corporation, has used its strategic marketing planning to develop its brand recognition in the UK automotive market. Klan Motors Corporation founded in the year 1944 and one of the oldest manufacturers of motor vehicles in South Korea.

Klan Motors initiated with manufacturing of bicycles and motorcycles, grew as a part of Handy-Klan Automotive Group to become the world's fifth largest vehicles manufacturer. Aka Motors has 14 manufacturing and assembly plants in 8 countries. These vehicles are sold and serviced through a network of more than 3,000 distributors and dealers covering 172 countries. Aka invested one billion Euros in the construction of a brand-new manufacturing plant in Zilina, Slovakia. This plant became operational at the end of 2006.

Today the manufacturing plant manufactures 292, 000 units annually (AKA, 2012) compared to 144, 078 in the year 2007 (AKA, 2007). Position of AKA Motors In the market via SOOT Analysis Strength -Attractive design Aka Motors had established exclusive family-look vehicles by enhancing Ski's unique and brilliant design. It gives Aka an instant recognition with a simple glance and it became the core competency of Aka Motors. Design management was given a priority starting from the year 2007 to focus on developing a premium image.

The strategy turned out with outstanding results when Aka Forte and Aka Soul turned Aka Motors to be the world's fastest growing automaker. Aka Forte and Aka Soul were the pioneer models with family-look image. With the efforts that were put into, Aka Motors had a winning spree of prestigious sign awards at home and abroad which is awarded by awarding bodies such as IDEA Awards, red dot Design Award, IF Design Award, 2011 Automotive Brand Contest by German Design Council, Good Design Award, Plan up Design Award and Korea Design Award. Very cars). " Only a few years ago Aka made some really awful cars. However, their recent models are seriously impressive and get some fantastic reviews. There are still a few old cars they continue to sell which aren't competitive, but with their new models, such as the Picaroon.