

Business analytics essay



**ASSIGN
BUSTER**

The word brand has continued to evolve to encompass identity – in effect the personality of a product, company or service. A strong car brand can create significant value in the automotive industry. It's no surprise that most auto manufacturers make brand positioning and development a key item on their marketing agenda. Like the Vicarage ads of today and as the Coca Cola ads did way back in those days, Jeep is appealing to the deepest, most powerful drivers of the world. Conception, an SUB was a vehicle that combined the towing capacity of a full-size truck with the passenger and storage capacity of a minivan.

However, as consumer demands have changed, so has the vehicle. Many manufacturers now focus on fuel- efficiency and driving and riding comfort, rather than towing capacity. Typical features of an SUB include seating for five to seven, high seating and road positioning, roomy interior, non-dedicated trunk space, high engine capacity and 4 wheel drive capability. Though it was originally designed to be an off-road vehicle for sporting purposes, its popularity has spawned several different breeds, including the luxury SUB.

As a concern for the environment and the demand for fuel-efficient vehicles increases, manufacturers worldwide are continuing to explore ways to make improvements to the SUB family to keep them a leading selling vehicle. The history of Jeep began with World War II, and it is safe to say that no other motor vehicle has ever inspired the kind of respect and affection accorded the World War II jeep. There were many advantages to the Jeep. Being small and compact, it could be transported to battle areas by plane or glider, dropped by parachute, or floated across a river.

The Jeep became as familiar to the rich and famous as it was to the ordinary Joe. Madame Caching Kaki-seek toured Cairo in a Jeep, with General Claire Accentual as her chauffeur. Queen Elizabeth used a Jeep in her wartime visit to Northern Ireland. President Franklin D. Roosevelt rode in a Jeep as he reviewed the troops in Morocco. Prime Minister Winston Churchill sat in a Jeep as he watched the historic landings at Normandy. General George S. Patton chose a Jeep instead of a staff car for his trip to Fatal, Morocco, when he accepted the surrender of the French resident general there.

If the Jeep represented a case of “ love at first sight,” it was also the culmination of a long search for a go-anywhere sort of utility vehicle. A vehicle that could answer the problems of supply and maximum utility. Many explanations of the origin of the word Jeep have proven difficult to verify. The most widely held theory is that the military designation GAP (for Government Purposes or General Purpose) was slurred into the word Jeep in the same way that the contemporary YMMV’ (for High-Mobility Multi-purpose Wheeled Vehicle) has 1944, claimed to have coined the word Jeep by slurring the initials G.

P. The original trademark brand-name application was filed in February 1943 by Willis-overland. It is also used as a generic term with a lowercase Peep) for vehicles inspired by the Jeep that are suitable for use on rough terrain. As the only company that continually produced Jeep vehicles after the war, in June 1950 Willis-overland was granted the privilege of owning the name “ Jeep” as a registered trademark. Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat, produces Chrysler, Jeep, Dodge, Ram, SORT, FIAT and Mop vehicles and products.

With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mice. , Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Grand Cherokee, Dodge Dart, Ram 1500, SORT Viper and Fiat 500. Fiat contributes world-class technology, platforms and power trains for small- and medium-size cars, allowing

Chrysler Group to offer an expanded product line including environmentally friendly vehicles. When Sergei Maraschino was given the keys to Chrysler in 2008, the automaker was in the throes of a financial meltdown. Maraschino, a lawyer and an accountant, had already rescued the Italian automaker Fiat and turned it into one of the fastest growing companies in the industry.

Marchioness plan was to quickly combat weaknesses in Chrysler product line while working to combine the small car, small engine specialty of Fiat with the predominantly large-vehicle range of Chrysler.

Entering 2012, Chrysler enjoyed a renaissance thanks to Marchioness leadership and acumen. The U. S. Automaker hit sales of \$55 billion and paid off the government debtor-in-possession loans, six years ahead of schedule. Tens or hundreds of thousands of jobs in both Michigan and Ohio have been preserved. Chrysler and Fiat's first joint production car was the Dodge Dart, which Maraschino hoped will set the tone for the future of the auto industry. President Barack Obama toured a Chrysler plant in Detroit with Maraschino and praised him for his work in turning around the U.

S. Automaker. Like Steve Jobs, who he's admired for years, Maraschino is on his way into becoming a global icon. SNEAK PEEK IN TO VARIOUS JEEP MODELS JEEP COMPASS JEEP PATRIOT JEEP WRANGLER UNLIMITED JEEP LIBERTY The Jeep brand has a legendary history of support for military troops dating back to the heroic Jeep ex. vehicle that was recognized for meritorious valor and duty in combat during World War II. Today they are proud to continue the advocacy of support for heroes by recognizing those that aid them every day.

WHAT MAKES JEEP THE DRIVER'S CHOICE Since they were first mass produced in 1941 , Jeep vehicles have gone on to become the authentic benchmark for off-road capability. Jeep vehicles have mastered more terrain, lead more adventures and provided drivers more freedom than any other vehicle before or since. What kind of person drives a Jeep? Someone who believes driving can be fun. Jeep owners make up a special group of people, those that have discovered the many benefits of steering one of these popular vehicles into their driveway each evening.

Let's face it, there will always be traffic jams, red lights and construction crews slowing down traffic. But if you're behind the wheel of a Jeep, meow all that isn't a major inconvenience. In fact, Jeep drivers might even consider it a plus- they get to stay in their vehicles longer. If you're wondering about the appeal of buying a Jeep, check out these seven advantages. The Jeep has a classic design with a unique look. If you like your vehicle to stand out and get noticed, the Jeep will do just that. The styling of a Jeep is rugged and ready for action.

It's an exciting combination of an SUV and a convertible, giving you the best of both worlds. Its ex. capabilities give you a solid ride on any road or even off road. The Jeep is dad to be driven regardless of the weather or the road conditions. Its easy invulnerability makes this vehicle a pleasure to drive in the city. Parallel parking is a breeze thanks to the short wheelbase and tight turning ratios. Pick your parking spot and glide the Jeep right into it. The simple construction of the Jeep makes repairs uncomplicated and more affordable.

Parts for this vehicle are usually readily available, keeping the cost in check. With an interior designed to withstand the elements, Jeeps continue to look good. The ruggedness of this vehicle. The interior was created to be used and enjoyed. Clean it, take another ride and clean it again if you need to. You will be pleasantly surprised to see how well the interior holds up. Priced relatively low, a used Jeep is a good value for the money. It's American made and was built with durability in mind.

Jeeps can easily last for many years and miles, and since repairs are affordable, a lot of owners keep this vehicle for a long time. Even though all of these advantages are wonderful, the best thing about owning a Jeep is driving it every day. It's just plain fun! Every time you leave the driveway, a new adventure begins. The superior middling of a Jeep makes getting around the city or country stress-free. Weather or road conditions aren't a headache when you are steering a Jeep in rain, mud, or snow. The acceleration gives you the power to pass slow moving cars, and the excellent visibility gives you a safety advantage.

Jeeps can be customized for your personal preferences, giving you an additional dimension of comfort. Jeeps are perfect for any season and every age group. Sensibly constructed, the Jeep also has a flair for fun and adventure. It's the kind of vehicle that was made for real life and good times.

HAYDEN QUINN Following his success on the 2011 series of Network Ten's Master Chef, Hayden Quinn has embarked on his next adventure as a Jeep Australia ambassador which has seen him pick up the keys to a brand new four-door Jeep Wrangler.

HARRY JEWELL Susie soccer player Harry Jewell has become a brand ambassador for Jeep as he strives for a chance at an Australian A League title with Melbourne Heart. The deal will see Jewell represent Jeep over the next three years. It follows his signing off 12- month contract to play with Melbourne Heart FCC. Jeep is pronounced in English " Jamie". The first prototype (the Bantam) developed by the Ford Motor Company, and the Ford GAP (GAP for General Purpose or " general purpose", or Government Purposes or " government use").

Jeep could have therefore come from GAP (pronounced in English " Jamie). This etymology, as found in all dictionaries French, controversial. LOGOS OVER THE YEARS MARKETING MANTRA OF JEEP The Jeep Wrangler Unlimited needs to gain more exposure among those who are in the market for a sport utility vehicle (SUB) but are not already driving a Jeep. If Jeep can attract it's competitor's consumers, then Jeep will see a great improvement in sales in future years. In order to increase sales of the Jeep Wrangler Unlimited, Chrysler must see an emergence of consumption from competitor's users in.

While it would be beneficial to the company to see an emergence of non-user consumption, attracting those who already drive sport utility vehicles will be more reasonable than prime prospect that Jeep should target is the middle-aged males whose lifestyle shows a need for an SUB. Whether these needs are due to family size, an interest in off road driving, or a desire for a fun vehicle, this man is an American citizen with a raving for an adventurous lifestyle. The target group is college graduates, ages 42-60. He typically works in a white collar Job and has a stable income.

He was or is most likely married with at least one kid. The target group does not have a specific ethnicity or religion. The current starting price of the Jeep Wrangler Unlimited is \$25, 545 which is still lower than Gem's Terrain, Acadia, and Yukon. The price should stay the same. To ensure that those who are in the market for a sport utility vehicle are most likely more concerned with fuel efficiency, safety, and lifestyle benefits than he price of the vehicle, Jeep should hold surveys and keep track of buying trends.