

The case study g20 marketing decision

[Education](#)



The case study G20 - Marketing Decision Making [pic] [pic] 1. Refer from perceptual map, SAAB, BMW and Honda are direct competitors of Infiniti G20 because their positions are close to G20 in the perceptual map. The position of G20, SAAB, BMW and Honda is in Segment 3. 2. SAAB, BMW, HONDA are the direct competitor of the Infiniti G20. Infiniti G20 has lowest perception. 3. It is creditable claim to promote G20 as Japanese car with German feel. From the preference of the respondents it's concerned more about Attractive, successful. . S1 - The most important attribute is Hi Prestige because this segment Predominant employment is professionals thus this group of people need hi class brand or high prestige. S2 - The most important attribute is Roomy because the percentage of Married is 75% and persons per household is 3. 8 so they need Roomy attribute S3 - The most important attribute is Attractive because this segment represents the American dreamers which concerned about how attractive they are. - The segment that should be market of G20 is S1 and S3. To reposition the G20 we should concerned about successful and attractive that make more market share. - Using Advertisement and professional suggestion to increase Attractive and Successful 4. Set the research problem direct to the Attractive Variable and Successful Variable Assignment 2 1. Base on the perceptual map, there are main competitors in segment 3 such as, BMW, Honda, SAAB The people in this market perceive the Infiniti G 20 is like the brand for attractiveness and successful when compare with its competitors.

However BMW is likely to be more attractive more than Infiniti G 20. 2. No, because based on the perceptual map and Exhibit 1 the most of the respondents perceive that BMW is high prestige more than G20 so the

company cannot claim that G20 like BMW. 3. For segment 1, the most importance attribute is High Prestige. For segment 2, the most importance attribute is Roomy. Finally, the most importance attribute is Attractive for the segment 3. We get the answer because we look at the angle.

The fewer angles between attribute and Segment vector that is the importance factors. The segment which we would market the infiniti G20 are segment 1 and segment 3 so we want to reposition the infiniti G20 in attribute of high prestige and attractive to gain more customer and motivate our target in these segment choose our brand. Case: Positioning the infinity G20 1. From the perceptual map, people in this market perceive the Infinity G20 that it has more attractive and successful when compared with competitors. 2.

The overall preference of G20's respondents is less than BMW because respondents of BMW perceive that BMW has high prestige and quiet than G20, and then many people perceive that G20 is not the same level as BMW. So, it shows that the claim is incredible. 3. For segment 1, the most important attribute is high prestige. For segment 2, the most important attribute is roomy. For segment 3, the most important attribute is attractive. - Infinity G20 should market in the segment 3 because segment 3 of G20 has the highest average. G20 should improve attractive attribute to get high average score and market share, also it can move to the better position. - The marketing programmed that G20 would use is improve the attractiveness of the product by do the marketing research about the preference of customers toward the product. Also, the company should develop the product to meet the customer's need. 4. In research <https://assignbuster.com/the-case-study-g20-marketing-decision/>

programmed the company should specific customer preference on the characteristic of the cars as it can help the company to produce the cars that meet the customer's need, which would lead to more customer's confidence on the company. . The advantage of this software: 1. It is easier to position the company in the market. 2. Know the positioning of the competitors. 3. Know that which attribute is most important and which attribute is least important. 4. Know that which attribute is suitable for company. 5. Know that which attributes are related to each other. 6. Know which attribute should focus to reposition The limitations of this software: - Some information is difficult to analyze