

Marketing plan phase

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13 April 2008 Boeing 007 Heli-jet: Positioning and Differentiation Strategies

The current hypercompetitive business environment which is characterized by a high level of competition coupled with strong bargaining power requires companies to craft positioning and differentiation strategies which will set them apart from their competitors and will establish an image of being the best alternative in the eyes of customers. In response to this, the new product to be launched by Boeing Commercial Airplanes has thereby come up with a positioning strategy which will highlight its suitability in the current past faced business environment where executives are always in a hurry catching up with their appointments and needs to have an access to technology which will keep them in track with recent economic and business developments. Thus, Boeing 007 Heli-jet will differentiate itself along these lines by being creating aircrafts and coming up with innovative features which respond to these needs.

As stated above, the main factor which will differentiate Boeing 007 Heli-jet with other aircrafts is its concern on the importance of time in the current business environment. Noting that Boeing 007 Heli-jet is aimed at the corporate executives, it will emphasize its consideration of their lifestyle which requires them to attend meetings. Globalization further demands attending meetings abroad to meet with a wider spectrum of local executives. As time is very important to the market, they need airplanes which are capable of flying at faster speed in order to maximize this resource. As shorter time is spent on travelling far distances, the Boeing 007 Heli-jet enables executives to focus on and spend more time in their meetings as well as discussion of business matters. Thus, it also has the capacity to shorten the period that business executives stay in a certain

country for these affairs. This will mean savings for the company in terms of accommodation and maximization of time. In the end, the newest product of Boeing Commercial Airplanes will be positioned as the aircraft which maximizes the use of time by being the fastest aircraft in the face of Earth. Boeing 007 Heli-jet will differentiate itself among other aircrafts not only by becoming the fastest plane in the world but also by maximizing time by offering features which will enable business executives to be in-touch with the business world through work station cabins which will be equipped by phone equipments and internet connection. The aircraft will offer comfort and convenience through design and furnishing of an executive office. In order to further convince buyers of buying this aircraft, fuel efficiency aided with the capability of using solar power will also be emphasized. As world oil prices increase because of the increase in demand, fuel efficiency is very important and Boeing 007 Heli-jet can pioneer in this field through its innovative design and technologically advanced engineering. Also, its design to use of other alternative fuel like solar power will enhance its appeal as a more economical aircraft.

Bibliography

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