

Marketing plan of bentley motors limited essay sample

[Business](#), [Management](#)



1. Executive Summary

2. Company Description

Bentley Motors Limited is a British Manufacturer of automobiles, founded on the 18th of January 1919 by Walter Own Bentley. In the First World War, Bentley was known because of their rotary aero-engines. After the war Bentley designed and produced cars that won the Le Mans race in 1924, 1927, 1928, 1929 and 1930.

Bentley presented Queen Elizabeth II with an official State Limousine to celebrate her Golden Jubilee in 2002.

Bentley believes that it is a high end luxury car, which has tradition and ultimate class. Bentley follows a “ high-price” strategy, and this Marketing Plan outline will show how Bentley improves their sales and continues to gain a share in the market.

3. Strategic Focus and Plan

This section covers three aspects of corporate strategy that influence the marketing plan: (1) the mission, (2) goals, and (3) core competence/sustainable competitive advantage of Bentley Motors Limited.

Mission

Bentley Motors states that they don't have a mission statement; but if they did, it would have been in the words of Walter Owen Bentley, “ To build a good car, a fast car, the best in class”. The vision statement that Bentley

Motors Limited follows is, “ We are Bentley Motors – the definitive British luxury car company, dedicated to developing and crafting the world’s most desirable high performance cars.

Goals

1. Have a larger market share.
2. Launch a Sports Utility Vehicle (SUV) in the United Kingdom in 2015. The model will be based on the Porsche Cayenne, and will be produced in the United Kingdom. The SUV will be priced around GBP 140, 000.
3. Become more eco-friendly.
4. Increase sales to 1500 cars, by 2013.

Core Competency and Sustainable Competitive Advantage

In terms of core competency, Bentley Motors seeks to use their.