

Product development of subaru

Business



Question one

Subaru product Lifecycle is developed on the concept of sharing love which is the marketing strategy employed by Subaru. The major focus on the company has been on unique brand positioning leading to the development of the success. The product life strategy employed uses the concept of experience to the customers. The ability to handle the various issues in the market has made Subaru successful. The company has a wide product variety. However, the company has a problem with handling product maturity especially after the change of consumer behavior to take the SUV. Consumer research is the basis of product development.

Question two

The changing trends have affected Subaru due to changes in demand for cars. The demand for the SUVs increased in the last decade while there was a decrease in the demand for small cars. Such changes in consumer behavior affect the sales performance of the products delivered into the market. The success of any new product is based on the ability to resonate with the customers which is a plus if achieved. The change in behavior of the customer must be reciprocated with product change or improvement.

Question 3

The company has invested in massive customer demand research with the focus being on the preferences of the customers especially to change in design and performance of the product. The success of the new approach is evident in the success achieved in the utility vehicles developed after the research. In the modern market, the customer is king as such the company must engage research for success to be achieved. The approach of Subaru in research and development has increased product performance.

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