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MEMO To From The US market and Fiat 500 The Fiat 500 is the newest car in the motor industry and it has had to compete with newer models like the Toyota (" 2012 fiat 500 competitors," 2012). The Fiat 500 is one of a kind with unique features like better racing speed and world class performance on roads. In addition, the Fiat 500 has better precision and a unique design. If the motor industry becomes successful introducing the fiat 500 in the American market, they have a greater opportunity for making sales, as it has a good market potential.

#### Features of 2012 Fiat 500

Many of the users who have tried their hands on it elsewhere have been impressed by its high performance and considerable small size. Some of the other desirable features of the Fiat 500 are its highly recommended sporting ability (" 2012 fiat 500 consumer reviews," 2012). Older models of the same make have broken world speed records on racing heritage. The car is relatively cheap and is characterized by a one-point four-litre turbo engine. The car is among the smallest in the US and fits very well in crowded cities. Additionally, the 2012 fiat 500 comes with interior furnishing and adequate front space to give the driver a lot of room.

Statistics collected by researchers in the US have verified that since its launch, sales have registered an upward trend. This started with 3, 227 in the first month. Vehicle dealers have embarked on informative campaigns to create awareness.

#### Best marketing strategies for Fiat motors in the US

Fiat motors will have to come up with a strategy better than other motor firms if it is to impact the American market. The market strategy adopted must be backed up by an effective corporate strategy dedicated towards <https://assignbuster.com/memo-format-marketing-management-proposal/>

meeting the shareholders' investment objectives. The strategy to be adopted ought to compete effectively with other motor models already in the market.

This memorandum recommends that congruent with the specific strategic business intentions and the desire to make an immediate impact in the American market, that a commercial for the 2012 Fiat 500 be placed in the Super Bowl. It is recognized that the cost of a 30 second slot in the 2011 Super Bowl was \$3, 000, 000 (Damiano 2012). With such a steep price tag it is recognized that the commercial must make a significant impact.

Last year's Super Bowl commercial involved a nerdy man approached by a gorgeous woman only to discover he was actually looking at a Fiat. For next year's advertisement it is recommended that an external advertising agency be contracted. While the specific creative angle will be their domain, it is recommended that a narrative be built from the past year's commercial. The building of narrative has been explored by agencies such as Budweiser in past commercials and is recognized as building brand identity (Concha 2012). As many Americans still view Fiat as pretentiously European, the symbolic linkage to such a cornerstone American brand, as well as continuity in advertising will function to efficiently position the product in the American market. Ultimately, this will make the greatest marketing impact for the car, optimizing the steep price of the 30-second time slot.

Additional advantages of introducing Fiat 500 in America

Producers and manufactures of Fiat 500, Chrysler and Fiat Spa have resolved to flood the US once the campaigns are successful (Snavelly, 2012). The producers are also very keen to take into consideration suggestions and recommendations by customers. Fiat is destined to set good pace for all other products. It aims to make the model available in a wide range of colors

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coming with varying customizations. The company has also been very careful not to overstuff the car with a lot of technology to make it easy to use. The cost is favorable and affordable to many at only \$15, 000 (" 2012 fiat 500," 2012).

### Recommendations

The producers of 2012 Fiat 500 should aim at making sure that the car has the ability to make the owner feel confident and personal inside. The colors and customizations should also not be very differentiated to ensure the car model does not lose track in the supply chain once it has a glimpse on the market. The Fiat 500 should have the ability to keep customers coming back for more. The company has to have the ability to maintain steady stock levels with all dealers. Producers have to be committed to ensuring that no slacking occurs in the production system reference all it equipments and products.

It is no doubt that 2012 Fiat 500 has come to improve convenience in the country with of the ordinary features and at manageable costs (" 2012 fiat 500," 2012). Anyone seeking to attain power and control behind the wheel should with no doubt make Fiat 500 their ultimate choice.

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