

Ferrari – a marketing analysis



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EXECUTIVE SUMMARYFocusing on the sports car brand Ferrari, we analysed marketing strategies and their success in two different markets, the Italian and the German one. For the investigation we used business theories such as the marketing mix, product life cycle, the Boston Consulting Group matrix, analysis of segmentation and positioning.

Although these two large economically stable countries are quite different, Ferrari doesn't make many differences in the way of selling cars. We will explain the way the company works. **THE BRAND**Ferrari is an Italian sports car manufacturer based in Maranello, Italy. Founded by Enzo Ferrari in 1929 as Scuderia Ferrari, the company sponsored drivers and manufactured race cars before moving into production of street-legal vehicles in 1947 as Ferrari S. p.

A.. Throughout its history, the company has been noted for its continued participation in racing, especially in Formula One, where it has enjoyed great success. **ITALIAN – GERMAN FERRARI'S MARKETING MIX**PRODUCT:“ What's red, Italian and goes from 0 km/h to 100 km/h in three and a half seconds?” The answer is Ferrari. In contrast, we have to appreciate the efforts of these Italian masters, because aside from technical expertise, Ferrari also understands how to approach to the market. Due to the universal strategy adopted by Ferrari in all the markets in which they take part, we will analyze the Italian market and continue with the German's one.

As we can see, from the following exhibit, given Italy's level of GDP per capita, cars have an extremely high penetration. In fact, Italy has the second highest absolute car penetration behind Luxemburg.{draw: frame}Because

of the geographic location and its affinity for cars, Italy has the strategic advantage in serving the key markets for sports cars. In fact, Italy represent nearly 12% of sales of Ferrari. The scuderia Ferrari team is based in Maranello adjacent to Ferrari's road car.

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