

University of Leicester

School of Business

[Student Name and Number]

Individual International Marketing Plan: [Company Name]

MSc International Management

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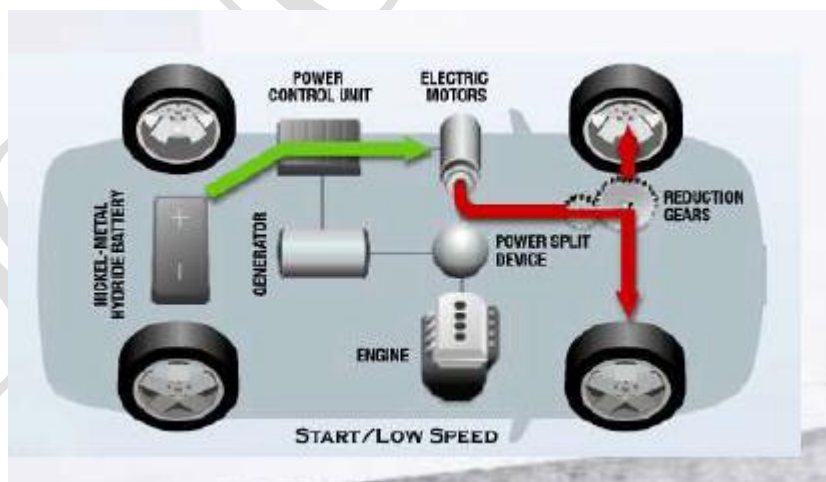
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Marketing Plan for Future Value

1. BACKGROUND AND MISSION STATEMENT

1.1. Background

The company, ABC manufacturers is a car manufacturing company which is based in Australia planning to introduce hybrid vehicles to the consumers. For the past ten years, ABC manufacturers has been selling and manufacturing cars, most of which are sold abroad and exported to different countries. In the consequence of the current green revolution in the automotive industry which has significant potential for the increasing the demand for the hybrid vehicles which requires the operation of using car batteries and engines. The production of hybrid cars by Future Value utilises more than one means of propulsion-petrol or the diesel engine. The hybrid cars are also composed of less fuel and less CO2 emissions which provides a better technology-fingerprint opening. Currently, the company is operating in Australia and is planning to shift its operations in the UK considering the stability and increasing demand for the green cars in the automotive sector of the country.



1.2. Mission Statement

The mission statement of the Future Value is presented as,

“Future Value is dedicated to their customers by providing a symbol of freedom and personal achievement through the green cars. The company is also aware of the fact that the world population is increasing which implies that there will also be an increase in the affordable means of transportation which will be both effective and environment friendly. Hence, the main mission of the company is focused towards enriching the lives of our prestigious customers, dealers and other stakeholders through building affordable and efficient cars which will meet the demand of the customers. We will continue to meet the future demands of our esteem customers by prioritising their expectations and focus on continuous improvement and innovation.

2. MARKET OVERVIEW & RESEARCH

2.1. SLEPT Analysis

According to Kotler and Keller (2009), the SLEPT analysis is a framework which is used for assessing the external environment of the organisation that directly influences the business operations of the company. Moreover, it also considers different factors which are influencing the macro environment of the organisation as it is comprised of social, legal economic, political, and technological assessment of the country (Hill, Jones, and Schilling, 2014).

Social Factors

The social factors are primarily related to the consumption pattern of the consumers with respect to green cars in the automotive sector. According to the Conversation (2018), there have been changes in the buying patterns of the consumers living Australia as they are shifting towards purchases of green cars which are more environmental friendly. In addition, the businesses mainly rely on the automobiles for the transport because of the certain goods

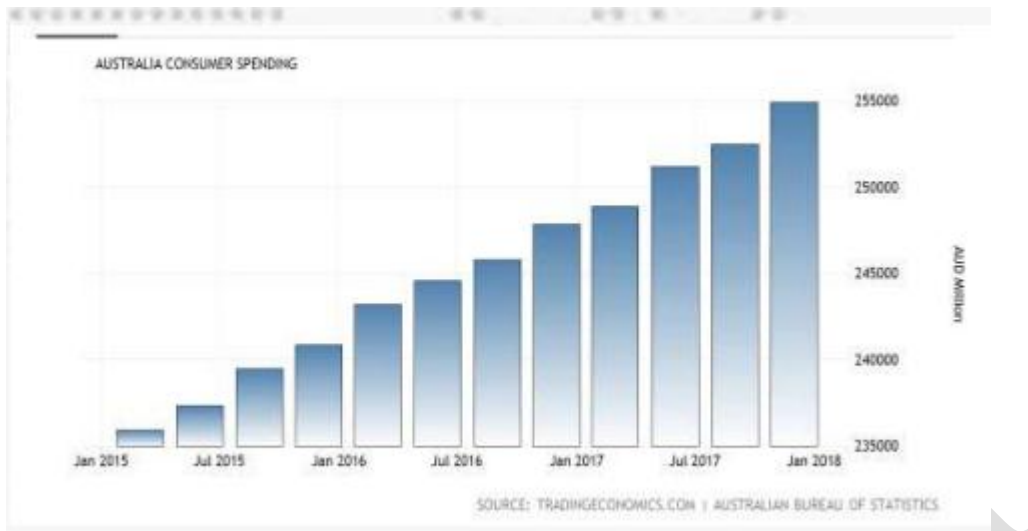
for the desired locations. The changing demographics and consumption patterns of the customers eventually results in the increase of green car purchases in Australia.

Legal Factors

In light of Australian Competition and Consumer Commission (2018), the Australian government protects the rights of the consumers under the Australian Consumer Law as the federal government also supports the environment friendly vehicles. In this context, the automobile companies announced the scheme named as ACIS (Automotive Competitiveness and Investment Scheme) that mainly encourages the eco-friendly cars that are directed towards innovation. Furthermore, the ACIS is also expected to deliver around \$ 7 billion for the Australian automotive sector from 2001 to the year 2015 (ANU, 2018). The country can also trade with the US because all tariffs were removed from the Australian manufactured automotive products which also include US customs duty for the trucks and green cars.

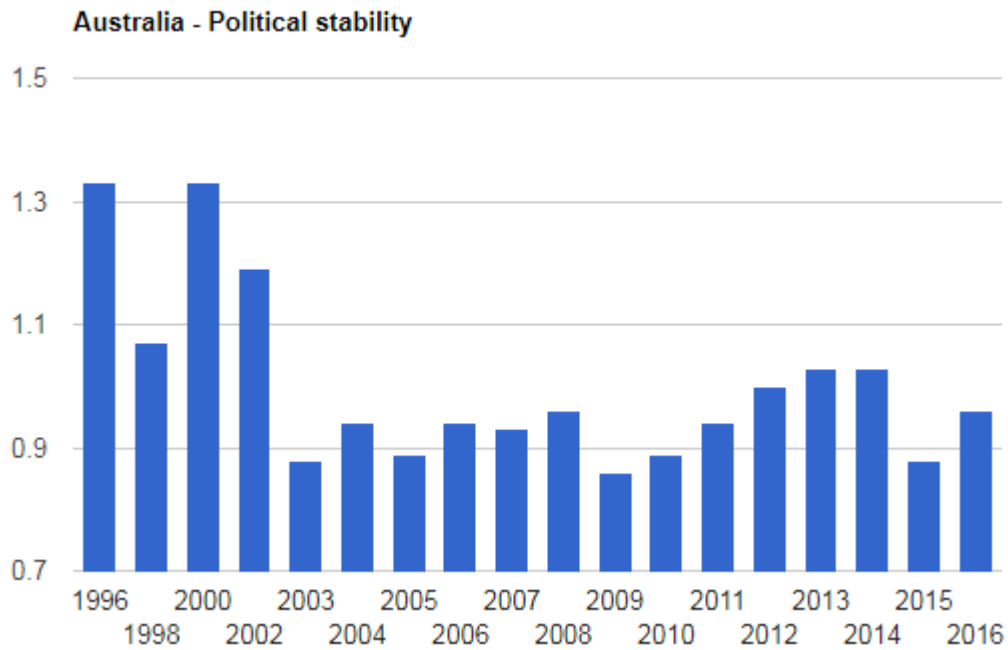
Economic Factors

According to the Trading Economics (2018), it has been identified that the consumer spending in Australia is increasing as it is estimated at 255000 million as presented in the figure below. Moreover, there has also been an increase in the high fuel prices which has also driven the consumers for buying green and fuel efficient cars. The sales of the green cars have also increased in Australia due to increase in customer demand for the eco-friendly cars. In addition, the revenue is also expected to increase by 3.4% for the year 2018 for reaching \$66 billion with the annual growth rate of 0.5% for the year 2013-2018.



Political Factors

According to the report of Electric Energy Online (2018), Australia is regarded as the most politically stable countries because it has achieved the highest ranking for the country within the context of political stability. This mainly transpires into the ease of doing business with low corruption rates and high government support. This can be evident in the automotive sector of the country where the government supports the promotion of eco-friendly cars, as there are already competitors operating in the country. The political stability of the country is presented in the graph below,



Technological Factors

There has been continuous development with respect to fuel-efficient economy of the small cars. For attracting investors in the region, a particular emphasis should be placed on the technical resources such as machines and talented HR resources (Gtai.de. 2018). The use of latest technologies and innovation will be observed in the future years which will shift the automotive sector trends of Australia.

2.2. SWOT analysis

The SWOT analysis is another strategic tool which is being used by the researchers and organisations for assessing internal capabilities of the company (Hitt, Ireland and Hoskisson, 2012). The SWOT analysis will help the Future Value to analyse their strengths and weaknesses and address them accordingly when launching the product to the customers.

The table presented below explains the SWOT analysis of Future Value,

Strength	Weakness
-Fuel Efficient cars with good mileage and	-Weak international presence

<ul style="list-style-type: none"> low carbon emissions -Offers comfortable driving to the customers -Will be leading the Australian market. -Strong support by the government of Australia. -It will be pioneered in the Hybrid manufacturing -The company will be following just-in-time strategy for assisting with the reduced cost and labour. 	<ul style="list-style-type: none"> -Cost can be considered an increasing issue for the company as it will be perceived as high for some of the classes. -Limited energy content for the battery -The customer can sometimes forget to charge the batteries.
Opportunities	Threats
<ul style="list-style-type: none"> -Increasing demand for the hybrid cars -Government support for the development of the cars -Opportunity for the international expansion -The Australian government program which is focused towards eco-friendly programmes. 	<ul style="list-style-type: none"> -The spread of the diseases which can shut the flow of operations. -Changes in the government policies and policies with respect to Hybrid cars -Increasing competition in the market.

2.3. Segmentation

The table presented below explains the segmentation of the Hybrid Car which is to be launched in Australia,

Demographics	
Gender	Male and Female
Age	20-50 years
Income	\$70,000-\$100,000
Social Class	Upper or Middle Class
Profession	Business personnel, employees and other working professionals
Psychographics	
Personality	Determined, Ambitious and hard working
Lifestyles	Mainstreamer or the reformers

Behavioural	
Loyalty Level	Medium to High
Benefit Sought	For the fuel efficiency and affordability
Status of the Users	Regular users who will be using the cars on the daily basis.
Geographics	
Region	Different cities in Australia
Density	Urban

3. ACTION PROGRAMME

3.1. Product

The product which is to be launched for the customers is the Future Value Hybrid Car that will be launched under the entirely new brand. The main reason for introducing the separate brand is that the company will be launching the extension of this brand after the successful launch of Future Value into the automotive sector of Australia. Presently, the brand is at the growth stage within the automotive sector of Australia. The owners will ensure that the product will have a long and profitable life by continuous promotion and innovation in the product. Furthermore, brand image will continue to enhance by new offerings in the products that meet the requirements of the customers. The company will also offer one year of free maintenance services to the customers which will help in attracting more number of the customers for the company. For the effective product strategy, the company will also be offering 24 hours emergency services to the customers at any place in the targeted cities. In addition to the product strategy, the use of Hybrid Synergy Drive technology will be used which does not require modification as dependent on the mechanism of the cars.

Product Name	The product name is Future Value.
Product Description	The future value is a hybrid car offered to the Australian

customers that are comprised of propulsion petrol or diesel engine. Moreover, the car requires less fuel and less CO2 emission. It also has a feature of fingerprint opening. The product life style is dependent on the technology use.

Target Segment

The target segment of the company is 20-50 age group who have green consumer life style with sufficient income for purchasing the Future value.

3.2. Place

The distribution of the Future value requires effective planning by the business owners because it implies that the distribution strategy primarily means the distribution of product directly and indirectly to the customers through a dealer. In the case of Future Value, the intermediaries will be used as the vehicles will be transferred from the company to the customer through dealers as it will reduce and eliminate the barriers and miscommunication between both parties. In addition, the company will select a multi-brand and powerful distributor in the vicinity which can help in diversifying risk and reducing the number of accounts receivable to a certain extent. The dealership will be Future Value main places for product distribution. The company will also be offering the facility to the customers to make an advance booking on their website and can be facilitated with the test drive before the purchases of the vehicles. A physical store will be opened at the Alfred Street in Australia where the customers will be facilitated by the dealers for hybrid car purchases. The dealers present in the physical store of the company will provide the customers with sufficient knowledge which can meet their expectations.



3.3. Pricing

The company will be adopting low pricing strategy for targeting the audience because Toyota which is already operating in the market has competitive pricing strategy offering to the customers. It has implemented competitor oriented pricing method because of competition in the high-end market. The low pricing strategy will be followed with the good features offered in the car that includes low carbon emissions, interior and exterior and fuel efficiency that will be considered as a good long-term investment for the company. From the company perspective, the price can be reduced by outsourcing some of the spare parts and after some time of the successful business operations, removal of the dealership can also help in reducing prices that will result in more transparency for the company. The company will also be adopting standardising strategy as certain modification and standardisation procedures will be carried out for meeting the customer requirement.

4. MARKETING COMMUNICATION PLAN

4.1. Creative brief

The creative brief of the Future value is presented below,

CREATIVE BRIEF	
PROJECT NAME	Hybrid Cars Promotions
CLIENT NAME	Future Value
BRAND	Future Value
PRODUCT	Hybrid Cars
NAME	MAILING ADDRESS
PHONE	
EMAIL	

PROJECT | *purpose and opportunity*

The purpose of this project is to effectively promote the brand to the customers in Australia so that maximum level of awareness is achieved from the company.

OBJECTIVE | *what does the project work to achieve?*

The main objective of the promotion campaign is focused towards

INFORM: The communication would provide information about our brand and product, which is a high-tech hybrid vehicle manufacture.

REMIND: The communication drive the targeting market's interesting and attracts initial users to purchase our products.

PERSUADE: The communication enhance the recognition of our product, we are expert of hybrid power.

DIFFERENTIATE: The communication show the higher tech and better performance than the same product.

TARGET AUDIENCE | *Who are we talking to?*

The target audience of the business will be focused towards the age group of 20-25 years with the sufficient income who can buy the affordable car having intuitions towards purchasing the hybrid car that is offered to the customers. Since the consumers have become more ecofriendly and consider the green initiatives in their purchases, therefore, the Hybrid cars have been launched for meeting their requirements and changing customer attitudes. However, their preferred media consumption is the online platforms where

they can get easy reviews related to the Future value that has been launched by the company.

ATTITUDE | *What we want to make them feel and think*

We want the customers to feel and think that the Future Value is the best solution for the eco-friendly customers who can get benefitted by the provision of the Hybrid cars and does not face the hassle of increase in the fuel prices. The main feel of the customers should be focused towards identifying the fact that the car is being designed for the comfort and convenience of the customers. This is the reason that the launch is being made in order to meet the expectations of the customers from the product which is intended to provide next level innovation and creativity with the brand.

MESSAGE | *What are the key value statements or benefits*

The key value statement which is being offered for the customers is the low priced car which is also fuel efficient where the customers do not have to care about the increase in the fuel prices because it is better operated cars. The car is less dependent on the fossil fuels. As a result, it will emerge less fuel that helps in reduction of prices of gasoline within the domestic market. It also has high resale value which can also facilitate the customers.

DELIVERABLES & FORMAT | *Call of Action*

Planning of different promotional activities within the time span of 6 months, 3 months before launch and 3 months after launch. The budget will be between \$100,000 to 130,000. This budget will allocate on the timespan of 6 months.

4.2. Outbound Communication Plan

The outbound communication plan will be dependent on three core activities which include automobile exhibition, website adverts, and mobile advertisements for the Hybrid cars. This has been planned as the part of informing and differentiating. For each communication activity, the desired response of the customer is also presented in the table highlighted below,

	Communication Activity 1: Automobile exhibition	Communication Activity 2: Website adverts	Communication Activity 3: Mobile Adverts
Responses	The positive response from the customers and will result in purchases of the Hybrid cars	The positive response from the customers and will result in purchases of the Hybrid cars	The positive response from the customers and will result in purchases of the Hybrid cars
Activity	Setting up of an automobile exhibition at Melbourne where people will be invited to have a	The company will be consulting the web developers and online companies for	The company will be consulting the mobile app developers and

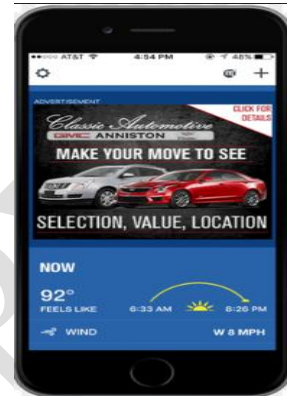
look at the car. They will also be offered with a test drive so that they are completely satisfied with the car efficiency.



placing the advertisement on different websites and it will also be placed on other company's website where a maximum number of people can reach the brand.



online companies for placing the advertisement on mobile applications for the purpose of increasing the brand reach.



Timing	2 months	6 months	4 months
Objectives	To enhance the awareness of the brand from the perspective of the customers.	To increase the reach of the brand and further increase the sales by 10%.	To increase the number of customers by 10%.

The communication activities which has been stated above will complement the communication objectives as stated in the creative brief for this marketing plan. Moreover, the activities will help in achieving the communication objectives for the company and will help in reaching a maximum number of customers for improving the sales and profitability of the company.

4.3. Dialogical Plan

	Communication Activity 1: Invite green tech, automobile enthusiasts related YouTube channels to have a test drive	Communication Activity 2: Create environment topic with vehicle Emission on the social platform. (CSR)	Communication Activity 3: Provide news and information by APP
Responses	Positive influence on the customers where they will also come for the test drive.	Increase in the positive reviews of the customer that will facilitate a positive word of mouth among the customers	The positive response from the customers and will result in purchases of the Hybrid cars
Activity	Test Drive activities at different intervals	Articles publishing related to CSR and Hybrid vehicles	Provide news feedback through the mobile

			application.
Timing	2 months	6 months	4 months
Objectives	To influence positive word of mouth for the brand.	To create a buzz for the customers and the targeted segment.	To influence positive word of mouth.

These dialogical communication objectives will be complementing each other with the achievement of the communication objectives. These communication objectives activities will be complementing the outbound communications that would result in the enhancement of brand reach that is beneficial for the brand image of the company.

5. STRATEGIC PLANNING, IMPLEMENTATION & CONTROL

The frameworks which will be used for the strategic planning will be PESTEL analysis, Ansoff matrix, TOWS matrix and IFE and EFE matrix. For the purpose of checking the effectiveness of implementation and control of the marketing communication plan, the KPIs will be set to the performance standards and measuring the effective implementation of the plan.

6. LIMITATIONS

Following are the limitations of the marketing plan,

- Complex marketing environment can result in ineffective implementation
- Differences in culture can also result in the ineffective implementation of the marketing plan.
- Budgetary constraints are the major limitation of the marketing plan.

7. CONCLUSION

In order to conclude the marketing communication plan, it has been apparent that the marketing communication plan helps the companies in effectively communicating the

message of the brand to the customers. Moreover, it also helps in enhancing the awareness of the brand for the customers that will eventually increase the profitability of the company and revenue.

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