

# About the Company:

- Bayerische Motoren Werke (BMW) is a German luxury vehicles, motor cycle and engine manufacturing company.
- Was founded in 1916 as an aircraft engine manufacturer.
- Internationally respected company with \$106 billion in sales.



# Bmw Case Study Marketing

**Philip Kotler, Kevin Lane  
Keller, Taihong Lu**



## **Bmw Case Study Marketing:**

A Case Analysis - Exploring Customer Attitudes on BMW Marion Maguire, geb. Weiler, 2006-02-09 Inhaltsangabe Abstract Giving the powerful means of branding and brand based differentiation for creating and sustaining a competitive advantage especially in highly competitive markets such as the automobile market this study explores brand attitudes of existing and potential customers towards the brand BMW Moreover this study analyzes the level and source of customer satisfaction as well as the level and source of customer loyalty of existing and potential customers While this study considers five different factors for the degree of customer satisfaction there is only one factor considered for the degree of brand loyalty The factors considered for customer satisfaction are perceived customer service perceived quality perceived innovation perceived technology and perceived price while the factor considered for brand loyalty is customer satisfaction itself The analysis of brand loyalty distinguishes between repurchase loyalty and attitudinal loyalty former being analyzed for existing customers and latter being analyzed for potential customers The results indicate that 1 BMW has a high level of awareness both in recognition and recall 2 the image of BMW is favorable strong and relevant and 3 BMW is mainly associated with performance and style by existing customers and status by potential customers Despite these overall positive results weaknesses were identified that contain opportunities for BMW The regression analysis indicated that there is a strong positive correlation between customer satisfaction and perceived customer service and perceived innovation for existing customers and a strong positive correlation between customer satisfaction and perceived customer service perceived innovation and perceived price for potential customers Furthermore the regression analyses indicated that there is a strong positive correlation between customer satisfaction and brand loyalty both in form of repurchase as well as attitudinal loyalty Branding has been around for centuries as a means to distinguish the goods of one producer from those of another More and more companies have come to the realization that one of their most valuable assets is the brand name associated with their products Highly competitive markets like the automotive market make powerful brands essential to accomplishing growth By using the underlying concept of brand equity this paper investigates in which areas brand equity has been created for the

German Brief, 1999 A critical evaluation of Michael Porter's five forces framework. Case study of the Vietnamese textile industry Johannes Walder, 2013-04-10 Research Paper undergraduate from the year 2012 in the subject Business economics Economic and Social History grade 72% University of Greenwich Business course International Business Environment language English abstract In times of globalisation strategic decisions like diversification and international expansion become more and more important As the economic world is developing into an increasingly intertwined network managers need strategic tools to facilitate their decisions One of these models is the Five Forces model of Michael Porter He developed this approach in 1980 in his book *Competitive Strategy Techniques for analysing industries and competitors* He claims that any industry has five basic forces that shape the internal competition This essay will analyse the underlying

theories of the model and the its structure itself and apply it to a case study The case study portraits the Vietnamese textile industry and their association with the government By analysing the case study this paper will show the models insufficiencies and how it can be improved

**The Sponsorship Seeker's Toolkit, Fourth Edition** Kim Skildum-Reid, Anne-Marie Grey, 2014-04-18 THE BIBLE OF SPONSORSHIP UPDATED WITH NEW SOCIAL MEDIA AND OTHER DIGITAL STRATEGIES The Sponsorship Seeker s Toolkit fourth edition makes cutting edge best practice sponsorship not only achievable but sensible and straightforward Corporate sponsorship experts Kim Skildum Reid and Anne Marie Grey have updated their classic guide to put you miles ahead of the competition New material includes the integration of social media into existing strategies developing leverage ideas for proposals more case studies than ever and important trends in the world of corporate sponsorship PRAISE FOR THE SPONSORSHIP SEEKER S TOOLKIT This book leads you step by step through the choices you have to make throughout the process from gathering internal support to renewal I have never read a better how to book on seeking sponsors AD MAATJENS Founder and Director Sponsorreport One of the best and most thorough how to books in fundraising A must read orientation for nonprofits considering transforming their approach or venturing into the exciting world of sponsorship KYLA SHAWYER Chair of the International Fundraising Congress IFC Chief Operating Officer SCIA International Alliance The Sponsorship Seeker s Toolkit contains all the information you ll need to successfully develop deliver and manage a best practice sponsorship program using an easy to understand step by step process supported by useful case studies and example templates KYM OBERAUER founder of PracticalSponsorshipIdeas.com

**Journal of Marketing**, 1991 **Global Corporate Strategy - Honda Case Study** Alexander Berger, 2011-07 Research Paper undergraduate from the year 2011 in the subject Business economics Trade and Distribution grade 70 University of Sunderland course Global Corporate Strategy language English abstract The report is divided into four parts The first part will analyse the current situation of Honda which gives the reader insight in the current state of Honda s business The second part will presented different dichotomies and analyse how Honda has dealt with them in the past In the third part the differences between the western management model and the Japanese management will be analysed and then related to Honda s management concept In addition cultural influences based on Hofstede will be presented The last part deals with corporate social responsibility and Corporate Governance focussing on Honda Nissan and Chrysler Within the automobile industry there exists a high intensity of rivalry Automobile manufacturers are seeking for innovative strategies in order to be successful in the long term In addition the highly debate topic global warming also puts pressure on the automobile manufacturers forcing them to develop new low emission cars and be more responsible for the society The Honda Motor Company is a shining example for setting up flexible innovative strategies which fit into a fast changing environment

*Management* Tim Hannagan, Roger Bennett, 2005 By combining a friendly style with authoritative content and a wide range of practical examples this book has proved an ideal key text for a wide variety of undergraduate

courses Stuart Wall Anglia Polytechnic University Dr Tim Hannagan has worked in sales and general management for companies in the UK and abroad He has worked in both the public and private sectors and in further and higher education including more than ten years as principal and chief executive of a further education corporation www pearsoned co uk

**Global Marketing Management** Masaaki (Mike) Kotabe, Kristiaan Helsen, 1998-01-23 Emphasising the multilateral global nature of marketing this book aims to provide the marketer with a better understanding of how the various functional areas interface with marketing *Global Marketing Management Update* Masaaki (Mike) Kotabe, Kristiaan Helsen, 1998 For further information on this book visit the website at [www.wiley.com/college/kotabe](http://www.wiley.com/college/kotabe)

**Marketing** Eric N. Berkowitz, 2002 The fifth edition of *Marketing* is the result of a detailed and rigorous developmental process designed to provide customer value in several ways first we continue to use the active learning approach that has been the foundation of our previous editions Second we have incorporated many new examples tools and design elements that are consistent with the learning styles for today's students Third we have added deleted and modified topics and content based on our own expertise and the advice of many knowledgeable reviewers Overall the fifth edition of *Marketing* represents our efforts to guarantee the high quality of previous editions and to continue our tradition of growth and improvement

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**Marketing Management** John A. Quelch, Robert J. Dolan, Thomas J. Kosnik, 1993

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*The Customer Loyalty Solution* Arthur Middleton Hughes, 2003-02-06 To be successful database marketers have to think like customers They have to dream up strategies they think will work test them come up more new ideas and test them again Arthur Hughes a leading expert in database marketing shows readers how to accomplish those goals He shows them how to get out of the vicious circle of building new loyalty programs instead showing them how to build enduring loyalty programs using incrementalism In this guide readers will learn Why giving customers a choice in a direct offer always

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