

Student Name :- Gagan Sapariya

Student ID :- 2106641

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Lecturer Name :- Tushara Balendran

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Introduction

There will be an analysis of environmental marketing of Aston Martin (Haralayya, 2021). PESTLE factors will be related to Aston Martin expressing whether every factors are favourable or not. In addition to that, the reason for the success or failure of each factor will be discussed. There will be a discussion of the Porters 5 Forces model to Aston Martin and a statement will be made by associating Aston Martin and it will be discussed whether each force is high, medium, or low. In addition to that, the reason will be stated as per then discussion. SWOT Analysis will be associated with Aston Martin by stating the major strengths, weaknesses, opportunities as well as threats. The company will be associated with segmentation, targeting and positioning. There will be the description of marketing mix strategies which is of 4P of Aston Martin.

PESTLE Analysis of Aston Martin

There are six factors on which Pestle Analysis can be done. They are discussed below:

- 1. Political Factors:** There has been unpredictability around the strategic departure of **UK** and **Eu** from **Aston Martin**. There has been acknowledgement of political advancements globally (Phan, 2021).
- 2. Economical Factors:** **Aston Martin** has been effected by financial circumstances internationally (Cox, 2021). There have been risk of credit as well as market because of exchange rates of foreign. An expansion has been observed in **High Net Worth Individual (HNWI)**.
- 3. Social Factors:** There has been a shift in the preferences of consumers of **Aston Martin**. There has been an increase in demolition incomes of this company. There has been a continuity in the maket of used cars (Casañ *et al.* 2021). They woo the female consumers and developing those audiences that have been targeted by them.
- 4. Technological Factors:** Their interests have been grown in transforming fuels and they have switched to electric vehicles. They are utilizing digitization as well as advanced technologies in their products. They have introduced independent cars which are self-driving (Guno *et al.* 2021).
- 5. Legal Factors:** There has been vulnerability to liability of products that has been claimed or they have lose their license for doing operation for non-compliance. They ahve been adhered to latest law, rules or policies which has been proposed by organizations of government by which thre have been rise in capital and price of research.They have been vulnearble with safety norms

of individual vehicle which might hurt sales as well as margins of manufacturers (Grassi *et al.* 2021).

6. Environmental Factors: They have restraint emission of greenhouse gases for *greener cars*. They are sustainable towards environment (Saudi *et al.* 2021). They have trend with regards to low capacity of engine as well as latest technology of driving.



Figure 1 : PESTLE Analysis

Each factor is favourable as they all are related to **Aston Martin** and they reveal the truth regarding the condition of this company. In addition to that, these factors provide the knowledge regarding the development of company in all aspects.

Porters 5 Forces Model of Aston Martin

There has been discussion of 5 Forces Model of Porter below:

1. Bargaining Power of Supplier: There has been a division of automotive industry of **UK** into elements and segments of manufacture (Berry and Boyer-Davis,2021). As per reports of statics of UK government, bargagibing power of supplier is very weak. Both manufacturers of element and vehicle are in balance.

2. Competition: As per the report that has been published in **Christian Science Monitor**, there are sevrsl companies who arer manufacturing cars of high qusality and are of advanced technology. By this, **Aston Martin** has been underestimated by and have to struggle hard to arrive at list of high *ten brands* of grandeur cars (Fristanto *et al.*2021).

3. Bargaining Strength of Consumers: Customers have been considered as king which is most consideration within this field. This is great end market of luxury in which there are several options for consumers to select from within a financial downturn. This extreme strength lies with consumers (Fanti *et al.*2021).

4. Threats of Replacements: Segment of luxury car is really a luxury. It cannot be considered as necessity. The fundamental requirement has been satisfied with the help of any car which ranges below **20,000 GBP**. Competition has been arrived from brand of other luxury cars (Peeters *et al.* 2021).

5. Threats of Latest Entrants: High expenditure leads to small virtual threats from latest entrants (Lipton, 2021).



Figure 2 : Porter's Five Forces Model

Each force is medium in case of **Aston Martin** as it has great brand image and huge fan following globally.

SWOT Analysis of Aston Martin

1.Strength

Strengths of **Aston Martin** have been discussed below:

- **History of the Company:** This company had began in 1913 as well as have undergone two *world wars*. Yet, they have hold huge reputation in industry of Automobile and they they are always prepared for combating the challenges as well as issues, if there is any.

They are diligent company and revolved themselves around as quick as completion of wars (Ucar and Kararti, 2021).

- **High Quality Cars: Aston Martin** has accentuated manufacturing as well as designing team. They ensure that all cars that they launch are strong, flawless and craved by everybody. There are several people who have their cravings for **Aston Martin** as because of the high performance of the cars as well as due to their high quality.
- **Made themselves as Target for Creaming Society:** Cars of **Aston Martin** cannot be much purchased by people. **Aston Martin** has created everything in perfect manner and there has been effective advertise of their cars to wealthy class. Target have been created in such a way by them so that they can be able to gain much profits as well as value can be purchased by them.
- **Perfect Base for Customers:** Like other company which are luxurious, the fan following of **Aston Martin** is very powerful. Those people who have utilized them understand their worth and performance. They have decided to be fixed to it. Models will be transformed by them and an appreciation will always be there by the side of them towards company.
- **Compact Marketing and Branding:** It is impossible for any grandeur car company to be product of mass market. However, everybody have been enticed by them. This has been done principally with the help of movies as well as other media. In addition to that, strategic advertisements have played a major role in this part. Various celebrities internationally utilize **Aston Martin** and they have been considered as mouthpiece for company.
- **Scattered over Enormous Market:** **Aston Martin** has enlarged themselves above 50 countries internationally. They have made strategy for delving within different kinds automobiles which include *speedboats*, *bicycles* and *submarines*. In addition to that, **Aston Martin** has made the decision of delving into the companies of real estate. This results in the availability of their cars more in all over the world.

2. Weakness

There are several weaknesses of **Aston Martin** which have been elaborated below:

- **Marginal Market as compared to Others:** While there has been a comparison of **Aston Martin** with others which are of same kind, it has been observed that they have marginal market in comparison to others. This is only due to their concentration on grandeur market and their trial for entrance in other types of market has not been observed. There has been

a requirement of doing so as quick as possible for them so that they will not have numerous contenders (Jetoo and Lahtinen, 2021).

- **Minimal Range of Selection:** They have less models all the while by which a sort of limitation has been created in choice of consumers. This is comprehensible as their work has been done with products of best quality as well as technician. They just have to do increase their range so that they can be able to gain profitability and huge customers will be there for them.

3. Opportunities

Opportunities of **Aston Martin** have been elucidated below:

- **Forecasted Automobiles:** It is big time that **Aston Martin** begins to assimilate into huge market. They can have huge followers. However, there has been a desire of general public to acquire the taste of technology of **Aston Martin**. It can only be done by products of medium range which can be affordable by people (Numfor *et al.* 2021)
- **Enlargement of Accessibility of Products:** It is true that they have accessibility in various countries. However, it is quite difficult for them manage. In order to pass through market, there will be a requirement in case of **Aston Martin** for working on enlarging themselves as well as advertisements by them should be done in huge number in market.
- **Regularly Use Automobiles:** **Aston Martin** generates grandeur products whose utilization are not required daily. However, technical knowledge can be utilized by themselves which they have in combating with several producers of automobiles globally in mass market.
- **Expanding Accessibility of Repairing:** It is very intimidating for any global customer of **Aston Martin** to search service rapidly. They have to hold back frequently for several months for fixing of their cars. This is major area on which work should be done by the company.

4. Threats

Several threats of **Aston Martin** have been discussed:

- **Expansion in Price of Fuel:** Costs of products of petroleum are rising. **Aston Martin** **Aston Martin** should make a decision of manufacturing cars that will be run on electricity (Benzaghta *et al.* 2021).

- **Enormous Competition:** Competition has been faced by the company from others which include **Bentley, Porsche** and **Jaguar**. They will have to make strategy of manufacturing cars in such a way so that they will be able to compete with others in market.



Figure 3 : SWOT Analysis

Relating Segmentation, Targeting and Positioning to Aston Martin

Charlotte has been considered as centrepiece of **Aston Martin** for **DBX**. Self-selection of consumers has been considered as another prospective of segmentation. They have target the women as their customers for selling of their first model of **SUV**. As the car of this company has a relation with one of the film of **James Bond**, they have gain huge popularity and gain high position in the market.

Marketing Mix Strategies of Aston Martin

1. Strategy of Pricing

Their pricing strategy is premium and thus, are affordable to the buyers of all classes (Liu *et al.* 2021). The range of these cars begins from **\$140,000**.

2. Strategy of Place and Distribution

For the maintenance of brand image, numerous showrooms have been located by which target audiences can be able to purchase cars of their own choice. Those showrooms have been placed in a manner by which some efforts will be made by customers to reach them (Muhlas *et al.* 2021).

3. Strategy of Promotion and Advertising

Planning of re-invention has been there in case of **Aston Martin** and they will increase the quantity of cars so that younger generation and women can be attracted easily to them. Advertisement has been done by them in *print media* as well as in famous magazines. Social media, Television and FM Radio have become other mediums of advertisement for them.

4. Strategy of Product

Huge horsepower as well as luxury has been equipped in the models of cars of **Aston Martin** by which enormous customers have been attracted towards them. It has huge octane power and produce several models of cars.

Conclusion

There will be an analysis of environmental marketing of Aston Martin. PESTLE factors will be related to Aston Martin expressing whether every factors are favourable or not. In addition to that, the reason for the success or failure of each factor will be discussed. There will be a discussion of the Porters 5 Forces model to Aston Martin and a statement will be made by associating Aston Martin and it will be discussed whether each force is high, medium, or low. In addition to that, the reason will be stated as per then discussion. SWOT Analysis will be associated with Aston Martin by stating the major strengths, weaknesses, opportunities as well as threats. The company will be associated with segmentation, targeting and positioning. There will be the description of marketing mix strategies which is of 4P of Aston Martin.

b)Including Recommendations for Future

1. Mission of business of **Aston Martin** should be to scatter their showrooms globally by developing their old models and by inaugurating new ones.
2. They should determine **KPIs** for their mission.
3. They should detect personas of buyers.
4. They should describe strategies as well as initiatives of their content.
5. Omissions of their plans should be clearly defined.
6. Budget of marketing should be delineated.

7. Competitors should be detected skilfully.

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