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AUDI CARS – MARKETING

Marketing

Fundamentals

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INTRODUCTION

Marketing study and management of exchange relationships. It is the process of creating relationships and satisfying the customers. It helps in the buying and selling of the products and services. Marketing helps to influence the buying behaviour of the customers. This report is based on the Audi which is Germany based company manufacturing the cars. Audi is a member of Volkswagen group (McLean, 2018). The company was established by Neckarsulm, August in the year of 1969. It manufacture the luxury cars and premium range cars. It is working over the 100 countries markets with the more than 90 thousand employees. Particularly the study is based on the Audi A1 and A3 which models of A series. A3 launches in 1996 as a small family and sub compact car and A1 launches in 2010 as cheapest cars of Audi (Pike, 2015). This report will include Process and stages of marketing including the role of marketing mix. This report will also highlights the The role of marketing in creating value for customers and Stakeholder engagement and their impact on the marketing activities of an organisation.

TASK 1 A

Process and stages of marketing including the role of marketing mix.

Process and stages of marketing:- process means that steps taken for the done marketing of the products in the organisation. The marketing process starts with the analysis of opportunities in market, selection of target market, development of marketing mix and management of the marketing efforts. Above mentions are the four steps of marketing process.

Analysis of the opportunities in market

the first step of marketing process is to analyse the opportunities in market or to find out the opportunities should be availed in market for organisation. For the Audi these opportunities are related with the needs and wants of customers which are not satisfied by other competitors properly. The company initiate the marketing with analysis of opportunities and it helpful in the long run marketing. Audi conduct market research which tells that valuable information of customers, general trends and competitors and changes in the markets which are useful for the Audi (Bainesm, Fill and Antonetti, 2017). To analyse the market is use the identification of environmental factors which means that determine the economic conditions and trends, legal and regulatory analysis and research on the customers and competition which means that the find the what is the customers base of the organisation and competitors analysis in the market.

Selection of target marketing

Selection of target market is the most important step of marketing process in which the target customers are selected. For the purpose of the selection Audi conduct a careful survey and analyse of market and select the market which shows the final selection of customers (Bainesm, Fill and Antonetti, 2017). For the selection company divides the whole market into small parts as per the needs of customers. After the evaluation it select the best segment for the organisation. Steps in order to select the market are as follows.



Illustration 1: segmentation, target, positioning.

(Source: Selecting Target Markets, 2012)

- **Market segmentation:-** it means that the divide the whole market into different segments as per the needs of customers, similar wants, demand, age group, customers behaviour. It is essential activity of the organisation (Karali, Isengildina-Massa, and Irwin, 2018). The firm can segment a single market into many many segments.
- **market targeting:-** in the process of marketing the target a market is important for the manufacturing of new products. After the evaluation of segment firm can choose one or two segment as the target area of the firm. The simple rule for the selecting the target market is to provide the opportunities to firm and create the potential customers for the organisation in the value of chain in long run (Skripak, Parsons, R. and Walz, A., 2017). Small segments of markets are known as the Niches. Target is based on the selection of maximum customers needs and wants can be satisfied with it. After the selection company focus on the target segment and produces products for them. For the Audi its can segment the markets on the basis of mid range cars demand, sports cars and technological upgraded cars. Audi is a premium car brand and it focus on the giving worth of money to its customers.
- **market positioning:-** this concept means that to the products of the a company in the minds of customers in respect of the competitors products. The company tries to set a

clear image in the minds of the customers about its products. The whole marketing is depends on the sales of the products. For the get the competitive advantages it offers the products better the the competitors products (Johnson, 2018). Positioning is truly says successful if company is able to provide the efficient products to its customers.

Development of marketing mix

Development of marketing means that planing of its marketing mix.

Marketing mix:- it is the composed of the certain variable of the market to generate the certain desired response in the target segments. Marketing mix is about to putting the right products at the right price and place at right point of time.

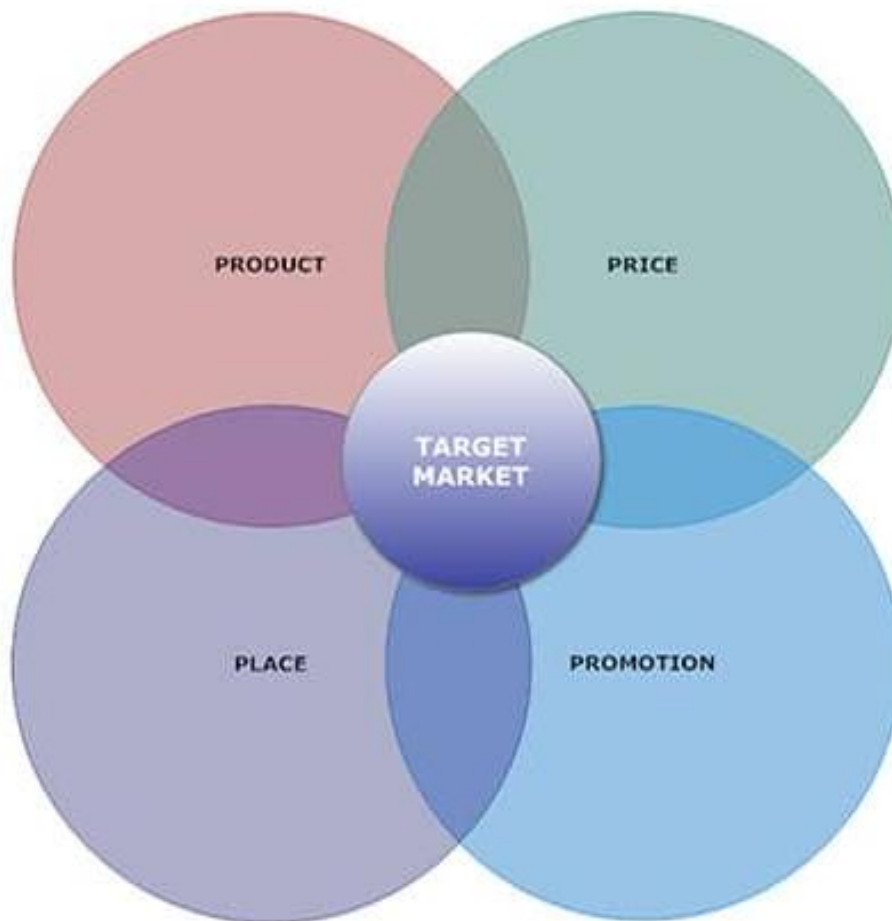


Illustration 2: marketing mix

(Source: The Marketing Mix, 2019)

- **Product:-** it means that the products and services offered by the company. Audi holds an image of providing the Luxury products in the market to the customers and Its products

are unmistakable (Karali, Isengildina-Massa, and Irwin, 2018). Company is providing the range of products involving the change in the technology. It provide premium quality cars like sedan, SUV and sports cars. Company is currently providing A series(A1, A2, A3, A4, A6, A8), Q series (Q3, Q5, Q7), TT,E-TRON and R8 cars.

- **Price:-** price is the money paid by the customers for the buying products. Audi is premium cars brand and it uses premium price policy for its product. In the era of competitive market price of premium products is must be logical (Skrupak, Parsons and Walz, 2017). Company use the optional pricing strategies of its customers where extra feature of in the cars are optional for buyers like Audi band, Navigation system and sounds system are optional.
- **Place:-** it is the efforts which ensure the availability of the products in the market. It is the distribution strategy of the Audi. Audi is the biggest brand in serving the premium products to customers in all over the worlds (Kasemsap, 2016). It establish and maintain its presences in all the cities with network of dealership and after sales services.
- **Promotion:-** it means that the efforts done by the company that ensure the sales of products and to reach to the maximum profits and revenue. Audi logo holds the key in its promotional activities. Four overlapping circles automatically creates a brand image of Audi and enough for the promotion. Also Audi engage the celebrities to endorse the brand and its products.

Management of marketing efforts

Management of the marketing efforts means that the evaluate the performance of the plan in actual and compare it with the standard plan so that it gives the maximum output and it ensures that company achieve the its objectives (Mitra, 2016). For the management of marketing efforts it analyse the market with the strengths and weakness. And control the marketing plan with compare with the standard plan it helps in the evaluating the actual performance of the company.

The role of marketing in creating value for customers

The purpose of all the business is to find the customers and keeps them with the business. Its helps to achieve business objectives and purpose of business (Bainesm, Fill and Antonetti, 2017). Role of marketing in creation of value for customers is to identify, satisfy and retain the customers. Its is more important than the just advertisements and the selling of customers.

Identifying:- first step for the organisation is to identify the needs of the customers and what are the wants of the customers. Company have to address the needs of the customers and create a prospective customers who possess the needs or wants. Also it helps the customers to understand why they need the new products in the case of Audi its create awareness among the customers why they need a premium cars for them. It also gives so much option to the customers that they can have multiple choice while deciding to buy a new products (Rogers and Davidson, 2015). How the premium products gives them satisfaction and what should be the benefits of the products.

Satisfying:- marketing also works for the delivering the products and services that fulfil the needs or wants of the customers. Satisfaction means that buyers feels purchase of products gives them benefits of exchange (Karali, Isengildina-Massa, and Irwin, 2018). Customers should have with the what they pay for the product. Marketing also satisfy the customers by making the products according to the demand and also for at price which is affordable for the customers.

Retain:- it means that the firm tries to retain the customers for the longer period and make them loyal for the company by providing them extra benefits and value of the money. Marketing provides the extra benefits for the customers. Also it gives customers of coming back to the company.

Stakeholder engagement and their impact on the marketing activities of an organisation

Stakeholder are the bodies which are related to business directly or indirectly and affect the decision of marketing or firm are known as stakeholder. Marketing decision are also affected by the stakeholders. For the stakeholder market make the generic stakeholder map which includes the all stakeholder of organisation with organisation at centre. Stakeholder can be divided into two parts.

1. Internal stakeholders
2. External stakeholders

Internal stakeholders:- this are those stakeholders which are directly associated with the company. This are usually members of the company.

- **Directors:-** directors decides the what should be marketing strategies of the company (Skripak, Parsons and Walz, 2017). Directors are internal stakeholder of the company and directly impact on the decisions of marketer.

- **Managers:-** this are included under the primary stakeholder which work for the taking the decisions over the marketing plans and makes the plans or marketing so it can be says that managers also influence the marketing decisions.
- **Employees:-** employees are also counted as the direct or primary stakeholder of the company because of the employees are directly take the part in marketing process and employees works for completing the plan made by the managers and employees also engaged in the marketing process.
- **Customers:-** customers are also a part the primary stakeholder for the company and in influences the marketing process because of he marketing is starts with the identification of customers needs and ends with the satisfaction of customers so it can be says that the customers are also part of the marketing and impact the marketing.

External stakeholder:- External or secondary stakeholder are those who not directly associated with the organisation but impact the decisions of company (Bainesm, Fill and Antonetti, 2017). These stakeholders indirectly takes interest in activities of organisation.

- **Government:-** government is not directly connected with organisation but influence the decisions of company by making rules and regulations. Government also create guidelines for the marketing activities in the organisation. Also it clears that advertisements not harm the society and it should follow the guidelines of the government.
- **Media and new organisation:-** this is also a secondary stakeholder of the company which affect the marketing decision. If the marketer makes any advertisements which harm the society morale them these media and news organisation interfere in decision making of the company.

TASK 1B

The blog is relates with the two premium cars of the Audi A1 and A3. Audi is a German manufacturing company which primarily sales the luxury cars and premium cars in the whole world. Audi is member of Volkswagen group and it was established in august 1969. Audi A1 is a model launches in august 2010 in Germany and in November 2010 in United Kingdom. Company is followed the integrated selling for the A1 and its creates it for the all the customers not only for premium class customers (Bainesm, Fill and Antonetti, 2017). With the launch of the Audi A1 it became the company gets more success and brand became the most prestigious

brand in UK. A1 is counted in the most affordable youngest Audi cars. Company launches the Audi A3 in 1996 as a family and sub-compact car executive cars. the first two generations of this car was based on Volkswagen Group A and third generation is based on the Volkswagen group MQB. Firstly car was introduces in European market which sophisticated with the technology and innovative design of Audi A3 (Karali, Isengildina-Massa, and Irwin, 2018). Through this blog company focus on the providing the details to the customers and provide the ample information which help to know about all the factors about the Audi A3 and A1.

Audi A3 is whole new features, it has new driver assistance technology with newly designed headlights as well as tail-lights also Audi A3 is a unique product within IHG A-segment. A1 enlarge the company's footprint in small car segment (Rogers and Davidson, 2015). To make affordable company use the Volkswagen MQB A0 platform. This cars is offering the three engine choices first is 30 TFSI, three cylinder unit with total capacity of 1.0 litre, second is 4 cylinder engine switch 1.5 litre which have fuel saving cylinder with 35 TFSI and 200PS TFSI with 320 Nm of torque this is the top model.

This blog is basically about the how the products of the Audi creates the value of the customers money for the buying the products how it will helps in the changing the buying behaviour of the employees (Karali, Isengildina-Massa, and Irwin, 2018). Audi A1 is the cheapest car of the Audi which is fulfilling the needs of the thousand of the customers and also it make possible of many customers dream of owning a Audi. Main reason to launch the A1 is to fight back with the competitors by introducing the high performance cars in the budgets prices.

CONCLUSION

From the above report it can be concluded that marketing is essential for every organisation. It helps in the promoting the sales and the increase in the revenue of the firm. As the process and stages of of marketing where it done with the analysis of opportunities in the market where the marketer research and find out the need of the market and what should company can produce new in the market. It also concludes the selection of the target market where the firstly it divides the market into segments and select the target market and done positioning of the products. Marketing is also works for the creating the value for the customers by identifying their needs and satisfying the needs of the customers.

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