

LEVEL 7 ASSESSMENT SPECIFICATION

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I . Executive Summary

This report provides an overview of key factions of the 3 year marketing plan of Nissan Hong Kong (NHK). It will outline the marketing strategies and tactics to increase sales volume.

EV marketing is growing rapidly in Hong Kong. Although the government has a strong and positive impact in this market, other automakers would like to get the market share. BYD (chinese brand) is the major competitor of NHK with the same target segmentation. Based on the findings and assessment, it recommends the strategies to enrich content of social media, also developing an ecommerce platform, align with the traditional marketing campaigns which can help to lead the traffic to retail shops and websites; cooperate with banks to offer favourable packages based on the economic conditions.

Hydrogen cars may get the main market segmentation to replace electric cars. However, the trends will be based on the government policies and technology factor.

This marketing outline is based on external and internal factors of NHK in the coming 3 years; using the blend of promotion with online and offline, and the cooperation with the financial partners. It will provide positive images to increase market share, strengthen NHK brand presence in the Hong Kong market.

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1. Introduction

This marketing plan presents a three year comprehensive marketing plan to Nissan Hong Kong (NHK) specific to electric car (EV) modules. Using different market analysis tools to refine NHK marketing strategies and being at the forefront of the EV market, including identifying marketing trends, and driving more sales.

1.1 Insight into Nissan Hong Kong Background

Nissan Motor Co., Ltd was established in 1993 and the head office is located in Japan (Nissan Motor Corporation, 2023). Nissan Hong Kong has been distributed by Honest Motors Limited since 1964, maintenance and inspection service is provided by Dah Chong Hong (Motor Service Centre) Limited (DCH MSC) ; however, Nissan Hong Kong has responsibility to follow strategic and invision from Nissan Motor Co., Ltd (Nissan Hong Kong, 2024a).

Nissan believes that it is a trusted company, always providing distinctive and innovative cars and services which are exceptional and tangible values to all stakeholders (Nissan Motor Co., Ltd, 2023).

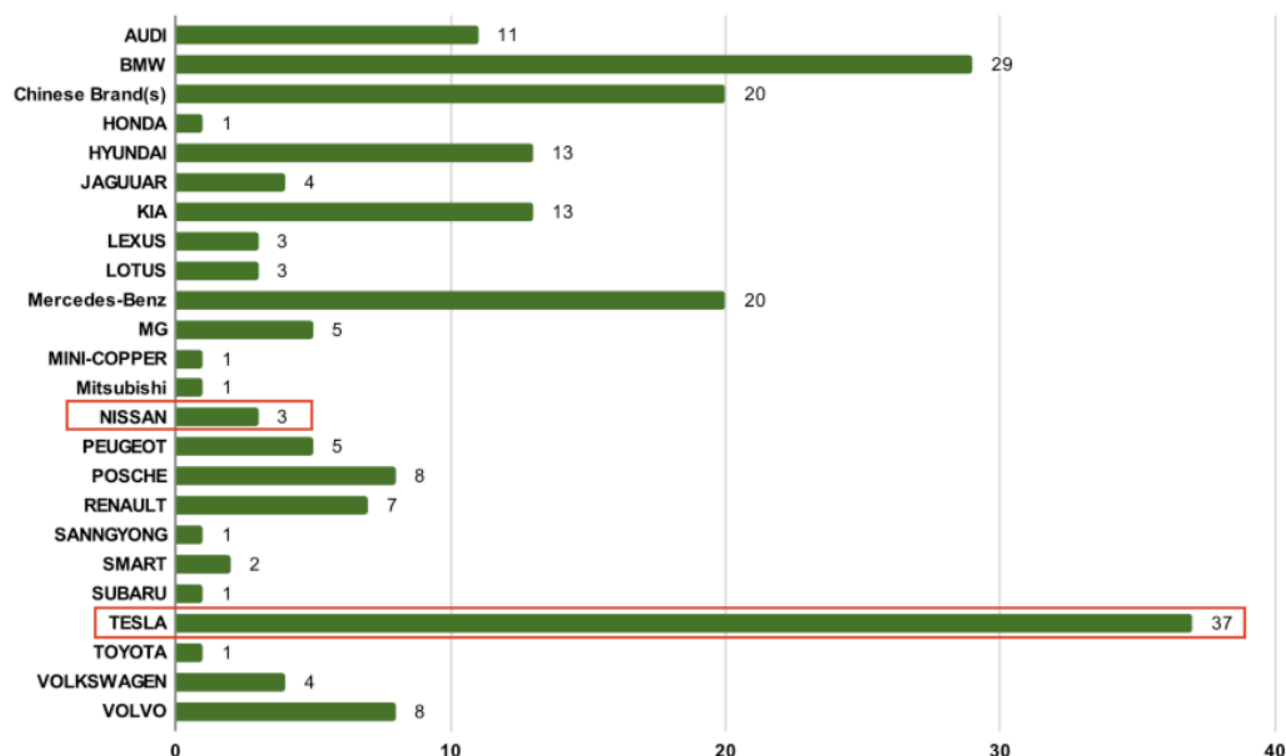
NHK provides EV for hatchback private cars and commercial vans in 2024 (Nissan Hong Kong, 2024b).

1.2 Overall Electric Vehicles (EV) Market in Hong Kong

EV are becoming the main type of private car in Hong Kong (Wang, 2023). According to a report from Hong Kong Transportation Department (2024), the number of first registration private cars was 37,478 in total, and electric cars were 52.8%; comparing the years 2019 to 2023, the number of new registered EV private cars was raising around 810%.

According to the monthly report from the Environmental Protection Department of The Government of the Hong Kong Special Administrative Region (2024a) as Figure 1, Tesla has launched the highest modules of approved EV in Hong Kong.

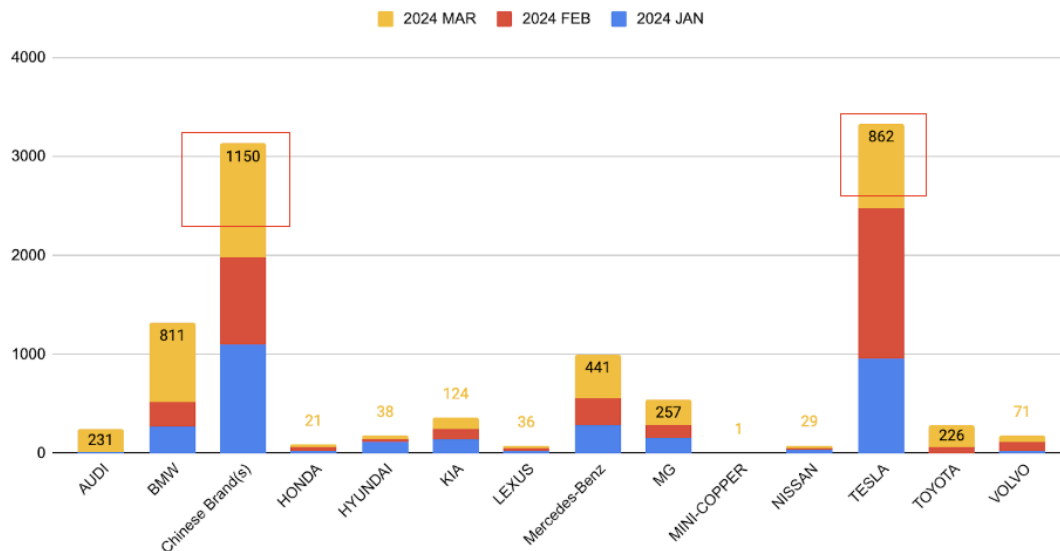
Figure 1: Electric Private Car Approved by the Transport Department in Hong Kong (2024 Q1)



Contributed by the writer

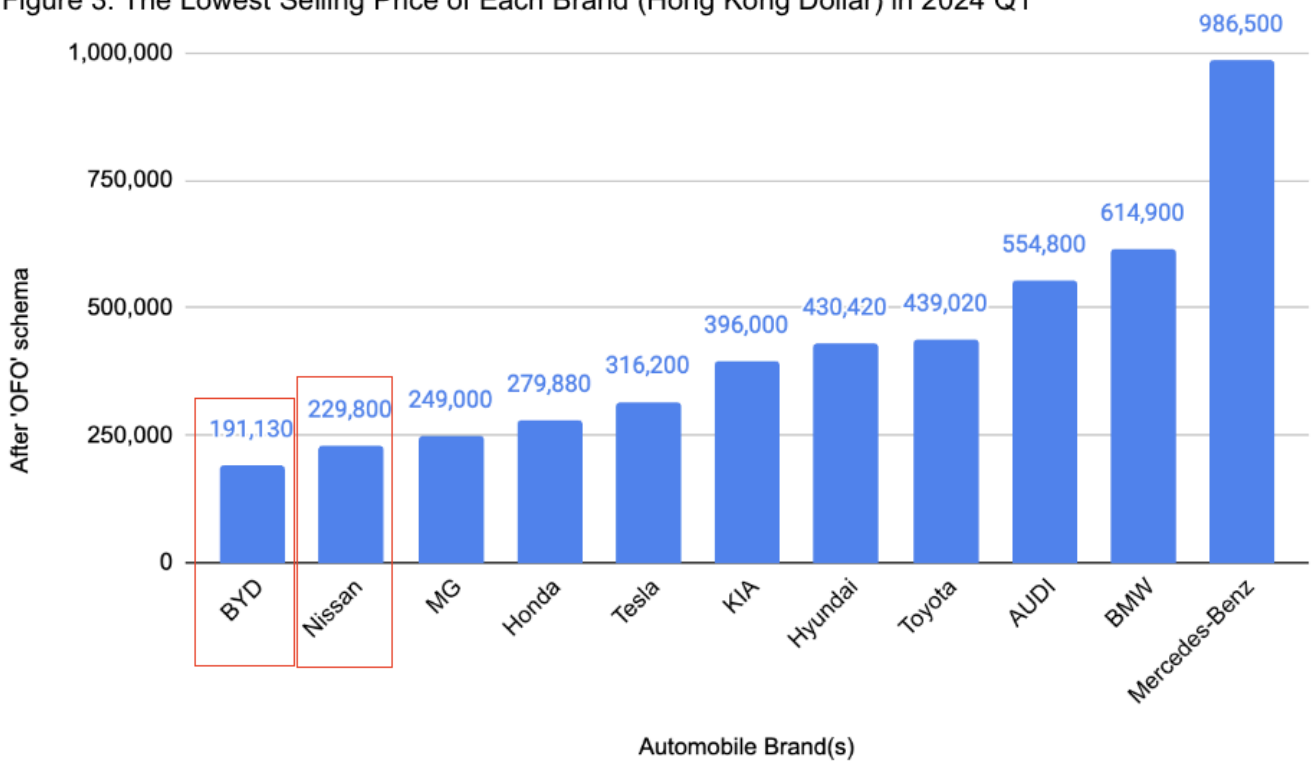
In 2024 March, the private EV market had a new trend (refer to Figure 2), the sales volume of Chinese brands was higher than the market leader Tesla 33.4% (Transport Department of the Government of the Hong Kong Special Administrative Region, 2024b).

Figure 2: Number of Brand Sales in 2024



Contributed by the writer

Figure 3: The Lowest Selling Price of Each Brand (Hong Kong Dollar) in 2024 Q1



Contributed by the writer

According to Chan (2024), the selling price of popular EV in Hong Kong is Figure 3. One of the Chinese brands - BYD can be provided at the lowest price to the consumer. Compared with the traditional Japanese brand, Nissan has the pricing advantage.

2. Situation Analysis of NHK

In this section, this marketing plan will present a situation analysis for NHK with different marketing tools, using PEST to analyse the Macro environment, and identifying the micro environment by Porter 5 forces. By examining external and internal factors, this document will implement SWOT analysis to evaluate NHK's internal strengths and weaknesses, also external threats and chances (Sabry, 2024).

2.1 Identity Macro environments of NHK with PEST

By using the PEST tool to analyse the external environment of NHK, those factors include political, economic, social, and technological (Wagar, *et al.* 2024).

2.1.1 Political Factors

The Hong Kong government has been promoting EVs since 2021, with several policies such as not approving new registration of fuel-propelled private cars on or before 2035 (The Government of the Hong Kong Special Administrative Region, Press Releases, 2021).

According to the Transport Department, The Government of the Hong Kong Special Administrative Region (2024a), the government will extend the 1st registration tax scheme for private EV, please refer to Table 1.

Table 1: First Registration Tax Concessions for Elective Vehicles in 2024		
Schedma	Elgiabile User(s)	Maximum Amount of Registration Tax Reduction
1st registration tax (FRT) concession	-All private EV product which price before tax is <HK\$ 500,000	HK\$ 58,500
One-for-One Replacement" (OfO) Scheme	De-registered private car -1st registered in Hong Kong at least 6 years -ownership period > 18 months by the same owner	HK\$ 172,500
Contributed by the writer		

A meeting summary from the legislative of Council of the Hong Kong Special Administrative region of the People's Republics of China (2023), Hong Kong government supports the charging network of EV; expect over 150,000 charging stations will be available before 2025.

2.1.2 Economic Factors

According to 2 years of research, the average cost of EV was around HK\$0.64 per kilometre, and petrol private cars were HK\$ 2.1, EV's cost is lower 81% (Lo and Organ 2020). Compared to April 2022, the ex-duty retail price of petrol rises 15% in April 2024 (Environment Branch, Environment and Ecology Bureau, The Government of the Hong Kong Special Administrative Region of the Peoples' Republic of China, 2024c).

During the downtime of the economy, the consumers will be more hesitant to spend money to purchase unnecessary items. According to the Census and Statistics Department, The Government of the Hong Kong Special Administrative Region (2024a), the total retail sales in the first quarter of 2024 decreased 6.4%, compared with 2023.

The Economic Outlook for 2024 and Medium term did an economic forecast from 2025 to 2028 in Hong Kong, the average of the economy will grow 3.2 percent, and the inflation rate is less than 2.5 percent annually (Financial Services and the Treasury Bureau, The Government of the Hong Kong Special Administrative Region of the People's Republic of China, 2024).

2.1.3 Social Factor

In Hong Kong, there is a strong emphasis on values and conforming to social expectation, which plays an important role in encouraging consumers to embrace the adoption of EV (Sun, He and Thøgersen, 2022, p.98).

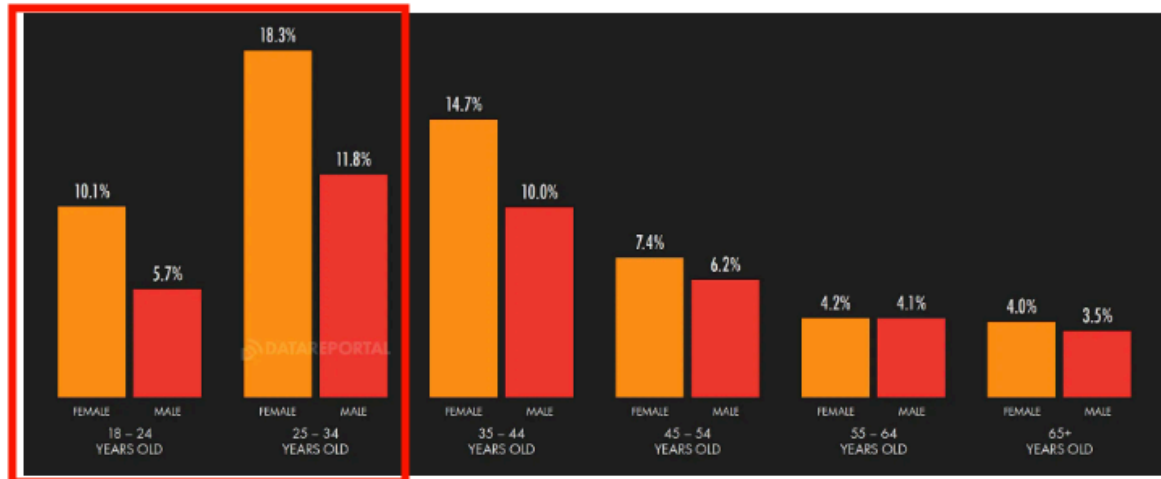
The survey of Barlow (2022), the consumers have 2 main preferences under 35 ages or over 35 ages; below 35 age prefers Hatchback cars (Table 2).

Table 2: Type of private car in different age group (UK)		
Group A	Age 17 - 24	Hatchback
Group B	Age 25 - 34	Hatchback
Group C	Age 35 - 54	SUV
Group D	Age 55 - 64	SUV
Group E	Age 65+	SUV
Contributed by the writer		

According to Yeung (2024), age segmentation of social media advertising in Hong Kong (Figure 4) , and the most popular social media channels in Hong Kong (Figure 5).

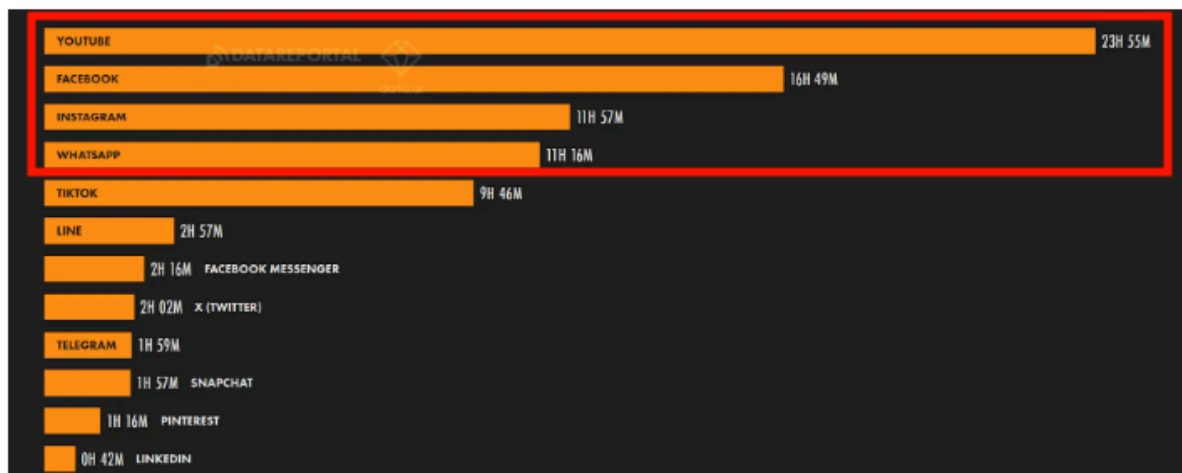
Figure 4: Demographic profile of Meta's Advertising audience in Hong Kong (2024 JAN)

Facebook, Instagram, and messenger(s)



Source: Yeung, 2024

Figure 5: The monthly time per month of spending time in social media and the most popular social media channels in Hong Kong in JAN 2024



Source: Yeung, 2024

2.1.4 Technological Factors

Tesla is the leading EV manufacturer, the battery module costs one-third of the total automobile production cost, counted by car in 2020 (Shu, 2022). According to Narang, De, and Kumari (2023), the battery of an overall automobile takes 25 to 50 percent of the total production cost.

A charging system is also the key technology value to the consumer (Sun, 2022). Besides the government's properties, estate, club house, car park, and individual car brand, the traditional petrol filling station will be installed at 40 stations, such as Shell Hong Kong (Shi, 2024).

Hydrogen vehicles may be replaced by EV products, Tesla will not develop new EV cars and the first hydrogen car will be launched to the market in 2026 (Garia, 2024).

2.2 Analysis of Micro environment by Porter's Five Forces

By using Porter's Five Forces framework to analyse the EV industry and company strategy by 5 different elements (Dias, Espadinha-Cruz, and Matos, 2022). NHK has the advantage in the micro environment, and uses the analysis to make effective marketing decisions and beneficial strategies.

2.2.1 Threat of New Entrants - Favourable

Producing an EV car needs intensive technology and capital input, a new company will not get profit for 8 to 10 years (Shu, 2022). As the biggest car EV brand - Tesla, it invested over US\$ 2,500 millions in 2022 in research and development (Lu, Xia and You, 2022, p.728). Nissan has been allocated 10 years on the battery safety test (Nissan Hong Kong, 2024b). Therefore, the threat of new entrants to NHK is weak.

2.2.2 Bargaining Power of Supplier - Favourable

Nissan has the high bargaining power, compared to the vendors, it is an advantage to Nissan (Dyer, Godfrey, Jensen and Bryce, 2023). Nissan controls over the suppliers around the world due to the high volume of purchases, the raw materials are sourced globally (Nissan Motor Corporation, 2024).

2.2.3 Bargaining Power of Customer - Not Favourable

Refer to Figure 1, Nissan launches 3 EV modules in Hong Kong marketing in 2024, it is less than 1.5% in the Hong Kong total market. There are two reasons to rate the bargaining power of NHK customers as medium. At the pricing, NHK can get the full scheme of OfO, the selling price with tax is HK\$ 229,800 of LEAF (Nissan Hong Kong, 2024b). Nissan owns the 1st EV (LEAF) to earn full safety marks from the European New Car Assessment program (Nissan Motor Corporation, 2012).

During this difficult period, traditional banks offered value interest on the car loan and insurance, special of The Hongkong and Shanghai Banking Corporation Limited (2024), it co-operated with Tesla which offers a free installation of home charging system.

2.2.4 Threats of Substitutes - Favourable

Hong Kong has a fully developed public transportation system, but there is an increasing demand for personal mobility, the new first registration of private cars is increased by 19.8%, compared to 2022 and 2023 (Transport Department of the Government of the Hong Kong Special Administrative Region, 2024b). Shared bicycles are always a substitute to personal mobility (Shu, 2022), but it did not apply to Hong Kong due to compact urban environments (Kumar, 2021).

2.2.5 Rivalry Among the Existing Competitor - Not Favourable

BYD is one of the major Chinese EV providers in the world, it sold March 2024 since Chinese carmakers are exporting their EV product. (Cheng, 2024). In 2024 March, BYD registered 812 EV, and Tesla got 862 cars (Transport Department, the Government of the Hong Kong Special Administrative Region (2024).

Without BYD, the rest of the Chinese brands (Xpeng and SAIC) are influencing the global market, since the Chinese government helps domestic brands to develop EV with investment (tax policies and fundings (Yang, Gu, and Tan, 2023). The selling price of Xpeng is HK\$ 299,000, and it will be available in Hong Kong by the end of 2024 (Xue, 2024).

EV technology was leading in the market, back to 2010, the user of Nissan's EV was able to check the car status by mobile app (Nissan Motor Corporation, 2020). Tesla released its mobile application in 2012 December (App Annie, 2024).

2.3 Summary of Micro environment by Porter's Five Forces

Based on the analysis, it found that NHK still has the favourable position of the bargaining power of new entrants and suppliers due to the size of the global business, and the historical background of development EV product

2.4 SWOT analysis

By using SWOT tool (Table 3) to evaluate 4 factors in external and internal, namely, strengths, weaknesses, opportunities, threats (Sabry, 2024).

Table 3 : SWOT Analysis of NHK		
Internal	Strengths	Weakness
	(1) Technological superiority in battery (2) Price advantage	(1) Lacking of product diversity (3 EV only) (2) Lacking of cooperation with mortgage agencies (bank)
External	Opportunities	Threats
	(1) Government planning (2) Charging facilities (3) Effective operation cost of EV	(1) Economic downtime (2) Threats from competitors (Tesla and Chinese brands)

Contributed by the writer

3. Segmentation, Targeting and Positioning (STP) Strategies of NHH

In this section, it uses STP to optimise the marketing efforts by three step funnels, namely, market segmentation, market targeting, and product positioning.

3.1 Segmentation of NHH's EV modules

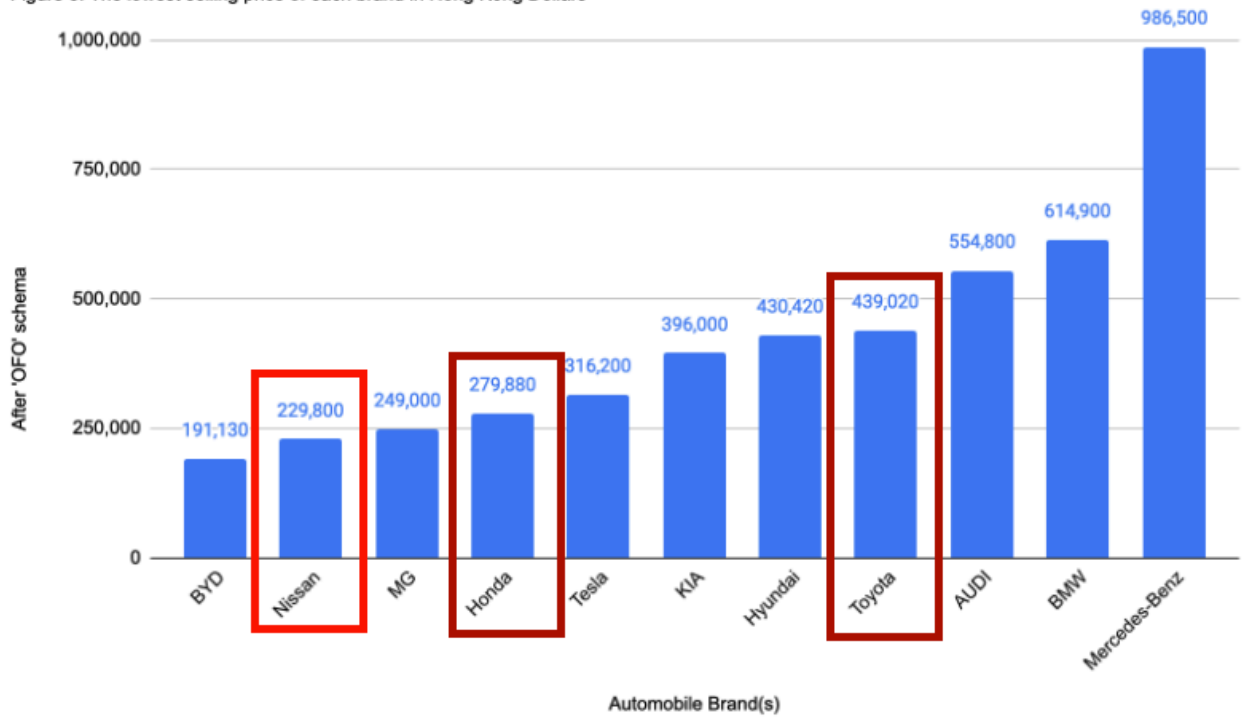
Demographic is including age and income (Sharma, Kaur, and Sysn, 2021). NHH targets a specific age group from 18 to 34, due to the hatchback type. According to the survey of Barlow (2022), hatchback cars are the most popular choices in 2 of 5 age groups in the United Kingdom (refer to Table 2).

Table 2: Type of private car in different age group (UK)		
Group A	Age 17 - 24	Hatchback
Group B	Age 25 - 34	Hatchback
Group C	Age 35 - 54	SUV
Group D	Age 55 - 64	SUV
Group E	Age 65+	SUV
Contributed by the writer		

Aim to fulfil the financial conditionals of group A (17-24 age) and group B (25-34 age) customers (as Table 4), NHK has the most competitive selling price, compared to other Japanese brands such as Toyota and Honda (refer to Figure 3).

Table 4: Median monthly employment earnings of employed persons by age and sex				
		Median monthly employment earning of employed persons (1)(2)		
		HK\$		
Sex		Male	Female	Both sexes
Year / Moving 3-month period	Age Group			
2023	15-24	15,100	14,400	15,000
	25-34	23,000	15,100	20,500
	35-44	27,700	17,200	21,900
	45-54	25,500	16,000	20,000
	55-59	22,000	15,500	19,400
	60 and over	17,000	12,600	15,00
	15 and over	22,700	16,200	20,000
Source: Census and Statistics Department, The Government of the Hong Kong Special Administrative Region (2024)				

Figure 3: The lowest selling price of each brand in Hong Kong Dollars



Contributed by the writer

At the psychographic segmentation, the target customer is seeking distinctive and innovative cars and services, which matches with Nissan's mission.

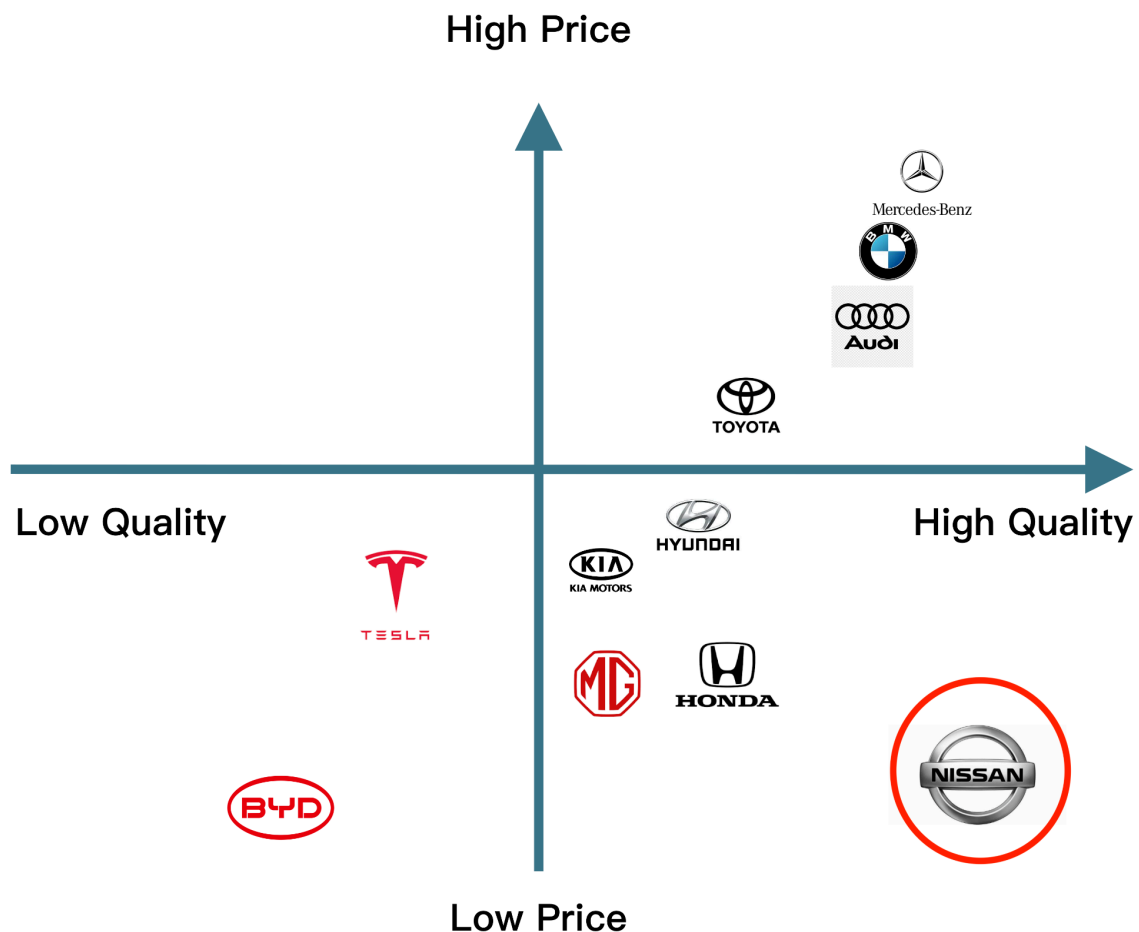
3.2 Targeting customer

The target customer is both genders, age range between 18 to 34 with lower to middle annual income. They are seeking unique and innovative EV products with quality, but the selling price must be competitive to them.

3.3 Positioning of NHK

This section will use a positioning map (Figure 6) to identify the position of NHK's EVs; this map is an important tool to demonstrate the expected position of NHK in Hong Kong's market (Hollensen and Opresnik, 2019).

Figure 6: Positioning map of NHK



4. Marketing Mix of Nissan HONG KONG' EV

This section will use 4Ps marketing tools to analyse NHK's existing situations, and bring out the strengths and weaknesses of the current marketing mix which assist the management to make marketing decisions and strategies in the future.

4.1 4P's (product, price, place, promotion strategies) evaluation

4.1.1 Pricing

NHK's set the selling price to target low and middle tier by the pricing strategy, and also to get the full support from the Hong Kong government tax and car replacement schema. Aim to keep the competitive selling price, Nissan sources the materials globally, and reduces cost by mass production with limited EV modules.

The income range of target customers is lower and middle income, they would like to seek unique and innovative EV products with quality and cheaper price.

4.1.2 Product

Nissan as the traditional automaker, it has committed to provide distinctive and innovative cars to the users. Battery is always a challenge to all EV makers, Nissan has longer experiences and higher technology in this field. The safety rating of Nissan' EVs is above the average in the same pricing products such as BYD.

The age group of target customers is between 18 to 34, hatchback cars are the most popular choices in age segmentation which extract the product of NHK as hatchback.

4.1.3 Place

The charging facilities are important in EV, NHK does not have its own charging facilities in 18 districts, unlike BYD and Tesla. According to the Hong Kong government policies, the consumers can charge their EV around Hong Kong, such as at estate, shopping malls, museums, stadiums and parkings. .

Without the charging, the maintenance service is also important, of disturbed by DCH MSC, and it has 6 different centres in Hong Kong (Dah Chong Hong Kong (Motor Service Centre) Ltd, 2021).

Convenience of purchasing EV, NHK only can place an order in physical stores in traditional channels. As the leading EV brand in Hong Kong, it provides e-commerce service to the target customer; those users can place the orders and customise their own EV in Tesla' official website (Tesla, 2024)

4.14 Promotion Strategies

As the traditional automobile brand, Nissan allocated approximately USD 17 billion in global marketing in 2022 (Statista, 2023). NHK keeps marking methods in traditional marketing channels as a car manufacturer, such as EV car shows in shopping malls, and sponsors in well-known car races (Nissan Hong Kong, 2024c).

Digital marketing will be a trend in the future. However, NHK does not put too much effort on the special media and online engagement, compared to Tesla and BYD.

4.2 Strength and weaknesses of existing marketing mix

This section analyses the strength and weakness based on section 4.1 (refer to Table 4), there are 3 weaknesses for NHK, but (3.0) needs to invest a huge capital to establish charging facilities which is also out of the marketing plan. Items 3.2 and 4.0 can be improved by the marketing plans.

Table 4: Summaries of 4Ps in NHK		
4Ps	Items	Strength / Weakness
Pricing	(1.1) Get the most benefits from government policy	Strength
Pricing	(1.2) Lower cost by mass production	Strength
Product	(2.1) Higher safety rating to the competitors	Strength
Product	(2.2) Favorite car type to the target customer	Strength
Place	(3.0) Lacking of own brand charging network	Weakness
Place	(3.1) Conveniences of maintenance service	Strength
Place	(3.2) Limitation channels of sales	Weakness
Promotion	(4.0) Relay on traditional marketing channels	Weakness
Contributed by the writer		

The major issue of promotions is the lack of digital channels, especially social media and social media message channels, including Facebook messenger, WhatsApp, and WeChat official accounts. Through digital marketing, NHK can engage and educate the potential consumer, even generating excitement to explore the brand of NHK.

5. Recommendation strategies and Conclusions for NHK over the next three years

This section gives a conclusion of the marketing research by using promotional mix to provide three years marketing strategies, starting from 2024 Q3.

This marketing plan defines the target audience as both genders, age range between 18 to 34 with lower to middle annual income. This group of users has strong hobbies on the internet (refer to Figure 4), and allocated more resources on the main social media channels, such as Youtube, Facebook, Instagram, Whatsapp (as Figure 5).

Besides pushing NHK's advantages to the target audience, this plan mainly focuses on enhancing the weaknesses of place (limiting selling channels) and promotion (relying on traditional marketing methods).

According to Bhagat (2020), there are four principal tools in developing integrated marketing communication (IMC) plans (refer to Table 5).

Table 5: Promotional Mix Elements in NHK		
Promotional Mix Element	Existing item(s)	New(s) items
(1) Advertising	-Car shows -Car races -Newspaper -Social media (Whatsapp, Instagram, Youtube, Facebook)	-Associate with influencer -Associate with local association
(2) Personal Selling	-Sales in Showroom	-Sales in social media channel
(3) Sales Promotion	NA	-Co-operate with banks or mortgage agencies
(4) Public Relations	NA	NA
Contributed by the writer		

This marketing plan will combine online and offline marketing tools, to bring the biggest impacts to the target audience (Dinana and Morsy, 2022). Through the new items from (1), it can generate attraction to the target audience, and lead the traffic to online sales or physical stores.

Purchasing a car is not a necessary item, specially in different economic situations, without decreasing the selling price, NHK can cooperate with banks or mortgage agencies to provide the valuable package to NHK buyers.

5.1 Summary of findings and assessment

The EV industry in Hong Kong is growing rapidly and it will be the only choice of new registered private cars within 10 years. The pricing position is competitive with traditional automaker; Chinese brands are targeting the Hong Kong market with a competitive selling price and viables of EV products. However, EV cars may be replaced by hydrogen cars after 5 to 10 years.

NHK is using value-based pricing which makes the target customers satisfied with the price they paid (Gruyter, 2023); NHK has identify the target customers from 18 to 34 ages with lower and middle income, and performances with hatchback car; and the EV of NHK is fulfil with the customers' expectation with quality, including high rate of safety and battery technologies, also the Japanese branding.

Although the EV market has the support of the government with different schemes, the consumer will decrease demand on self-entertainment at economic turndown . However, the economy provides a new trend of low and middle price products (Silkaset, 2023).

The target customers of NHK are 18-34 years old, this group of the target audience has the huge influences of social media, also being the leading segmentation at ecommerce.

5.2 Conclusion and recommendation of Nissan EV modules marketing strategies

Based on section 5.1, NHK has the advantage of pricing position and brand reputation to the target customers. NHK has implemented the support from government and technology to continue its momentum and growth, due to the trend of EV. This trend also brings other competitors to NHK, especially Chinese car brands.

Due to the economic situation, reducing price or providing a discount will attract the consumer, but it is not a long-term solution, and the consumer will expect the next discount (Silkaset, 2023). NHK can cooperate with local banks or digital banks to offer favourable car mortgages on car purchase, and even annual car service.

For planning a THREE years marketing campaign, the main activity is to review the result, except the regular events, it will also boost with events with social media channels, and cross events with the vehicle associations and consumers car groups; aim to attract consumers attention, educate and build the engagement to the target customers, lead the traffic to NHK websites and retail shops, and educate, details refer to Appendix 1.

Appendix 1: 3 Year Marketing Plan for EV products (Private Car only) for Nissan Hong Kong Gantt Chart

3 Year Marketing Plan for EV products (Private Car only) for Nissan Hong Kong

Tasks				Sep-2024	Oct-2024	Nov-2024	Dec-2024	2025	2026	2027
Identify the marketing outline										
Set-up the overall outline	September 1, 2024	15-Sep-2024	14							
Review with management	September 16, 2024	September 26, 2024	10							
Approval from management	September 27, 2024	October 2, 2024	5							
Ecommerce platform - Website										
Prepare the scope with ITs	September 1, 2024	September 6, 2024	5							
Source vendor	September 7, 2024	September 12, 2024	5							
Quotation selection and interview	September 28, 2024	October 5, 2024	7							
Development and testing	October 10, 2024	December 14, 2024	64							
Product launched	December 14, 2024	December 14, 2024	0							
Preparation of the social media account										
Select the main social channlies	September 1, 2024	September 6, 2024	5							
Link-up the services accounts	October 3, 2024	October 6, 2024	3							
Monitoring	October 6, 2024	December 31, 2027	1165							
Reviewing data and traffic	October 6, 2024	December 31, 2027	1165							
Preparation of mortgage promotions with bands and mortgage agencys										
Select the partners	October 3, 2024	October 8, 2024	10							
Communciate with the partners	October 9, 2024	November 8, 2024	29							
Signing contract	November 8, 2024	November 13, 2024	5							
Draft with the campaign	November 8, 2024	November 16, 2024	8							
Content preparation	November 10, 2024	November 18, 2024	8							
Launch campaning	November 20, 2024	January 19, 2025	59							
Reviewing data and traffic	January 19, 2025	February 3, 2025	14							
Plan with the next campaign	February 8, 2025	February 28, 2025	20							
Plan the traditional marketing promotions and digital campaign by quater as a loop from 2025 Q1 to 2027 Q4 (3 years)										
Select the theme of event, promotional channels, content, and budgeting	October 15, 2024	September 30, 2027	1065							
Get approval from managment	October 30, 2024	November 4, 2024	4							
Promotional of Event	January 1, 2025	December 31, 2027	1080							
Review result	January 1, 2025	December 31, 2027	1080							

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