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## **Section 1: International marketing mix report**

### **1.1 Introduction**

International marketing has been involved with effective marketing strategies that have been designed based on the culture and country. An effective marketing strategy has support to maintain brand consistency, which support to create positive brand image. For this report, Mercedes has been selected for developing an international marketing mix focusing on two countries, Germany and the US. The aim of this report is to report on the diversified marketing strategy based on the macroenvironment, focusing on the customer segment and marketing mix practice. For analysis, effective strategic tools have been used, such as PESTLE, STP, and 7Ps, which support the directional development strategy that has been related to the future international market.

### **1.2. Justification of selecting the countries**

#### ***Germany***

The German automobile market is the home country of Mercedes-Benz, which has contributed to maintain nation loyalty, strong brand heritage, along with advance infrastructure in the automotive industry. The figure below shows that the revenue of the German automobile industry is 541.9 billion euros in FY2024, which was 564.2 billion euros in FY2023 (Statista, 2025). This market boost for luxury car making is due to high customer demand. German customers have shared value on engineering excellence, and they are highly quality conscious, which has contributed on reliability and performance management.

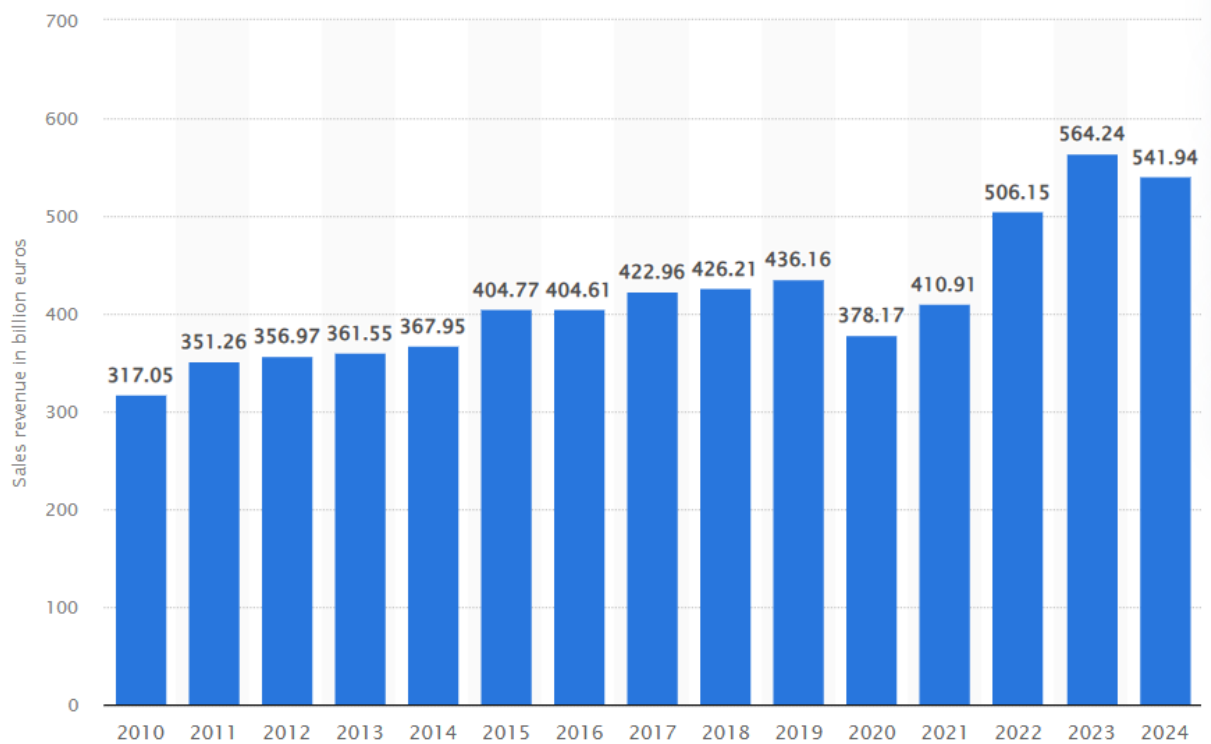


**Figure 1: Revenue of the automobile industry in Germany**

(Source: Statista, 2025)

### ***United state***

This market has been selected as it is considered one of the most profitable and largest automobile markets throughout the world. This market is characterised by technology-driven features, along with comfort and a high emphasis on a wide range of diversified environments. The image below shows that the rate of net imports in the US is \$197 billion in FY24, which is 23% higher than in FY23.

# Does the U.S. Auto Industry Need Protection?

Domestic assemblies, net imports and sales of passenger cars and light trucks in the U.S. (in million units)

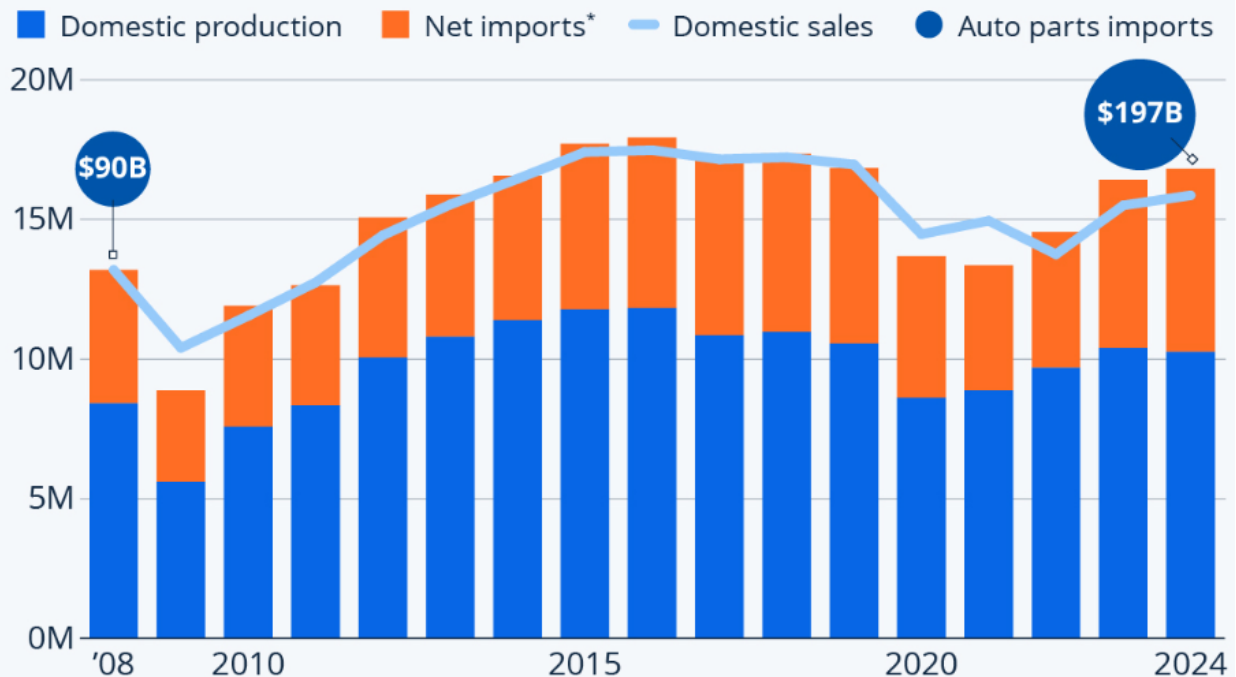


**Figure 2: Production in the US automobile industry**

(Source: Statista, 2025)

These two countries have been selected as one is the domestic market of Mercedes and the other is an international brand of the US. This comparison has support to understand how this global brand is able to balance brand consistency focussing on the regulatory environment, customer behaviour, economic condition and cultural practices.

## 1.3. Comparative analysis of macroenvironment (PESTLE)

### *Political*

Focusing on the political environment in Germany, it is mainly referred to as a supportive and stable automotive market, which is highly effective for employment and economic growth. The image below shows that the political stability index in Germany is 0.12 in

2024, that indicate the absence of terrorism and violence (The Global Economy, 2024). The government of Germany has support to promote the innovation based on hydrogen technology, electric mobility and smart manufacturing. This has supported Mercedes to smoothly operate businesses with high-quality commitment and climate targets.

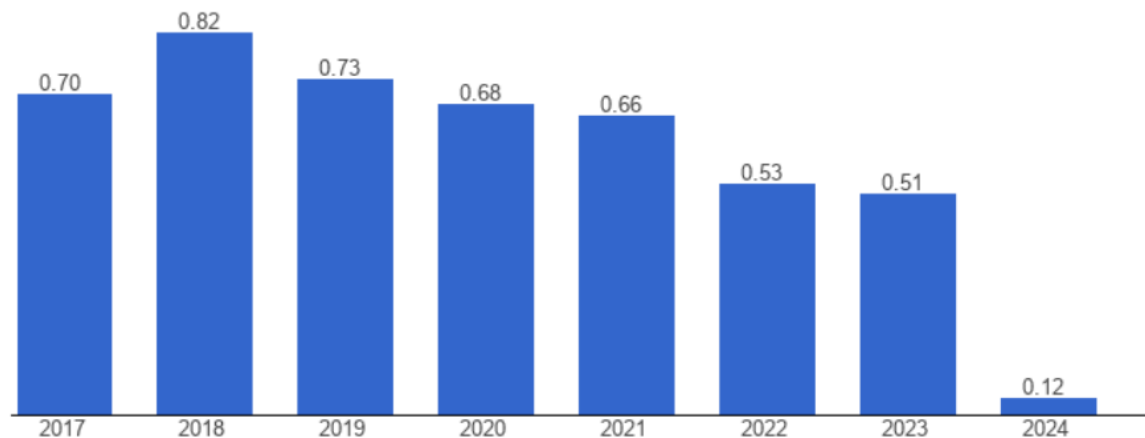


**Figure 3: Political stability in Germany**

(Source: The Global Economy, 2024)

However, in contrast to the political environment in the US, it is comparatively more volatile, mainly based on regulatory direction and trade. The political stability index in the US is -0.10 in FY2024, which was -0.19 in FY23 (The Global Economy, 2024). This indicates the rate of political violence in the US is comparatively higher than in Germany. Due to the tariff policy in the US, profit has dropped by 56% which is €6.1 billion to €2.7 billion in FY2025 (euronews, 2025).

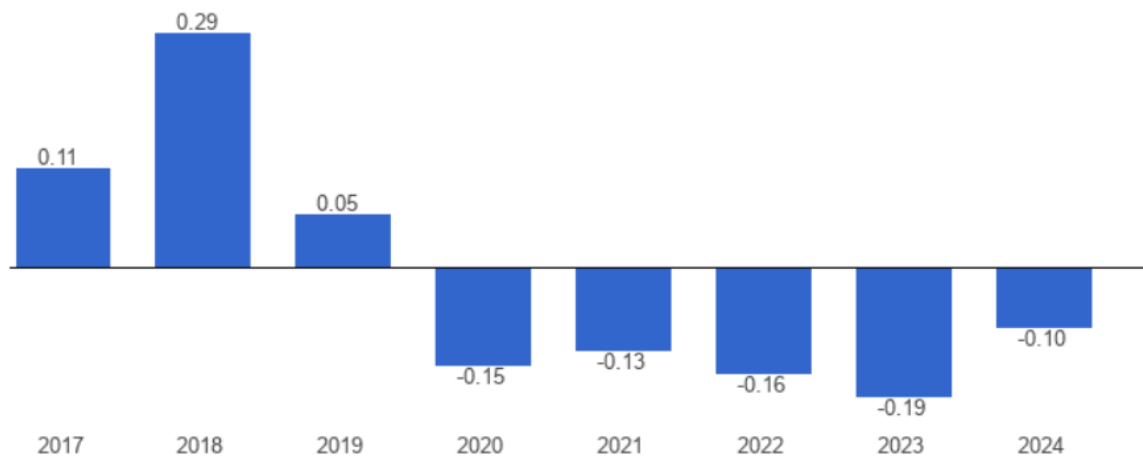


**Figure 4: Political stability in the US**

(Source: The Global Economy, 2024)

### **Economic**

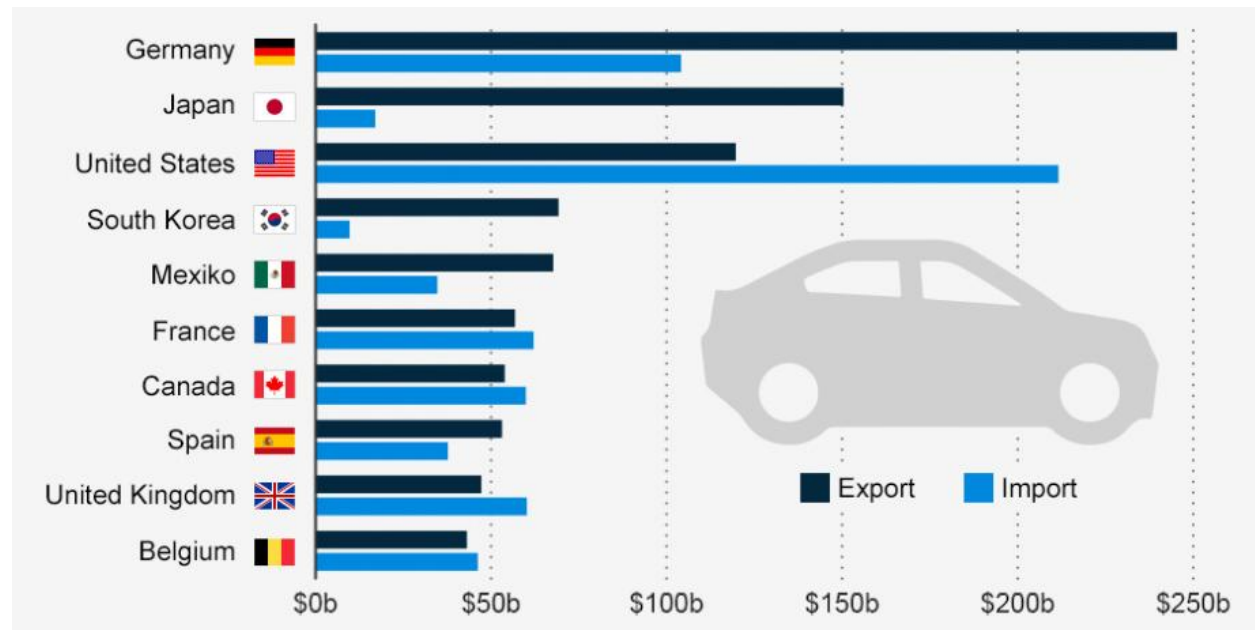


**Figure 5: Top automobile exporter in the world**

(Source: Statista, 2021)

### **Germany**

The above image shows that Germany is placed in the top rank as an automobile exporter in the world, which is comparatively higher than the US (Statista, 2021).

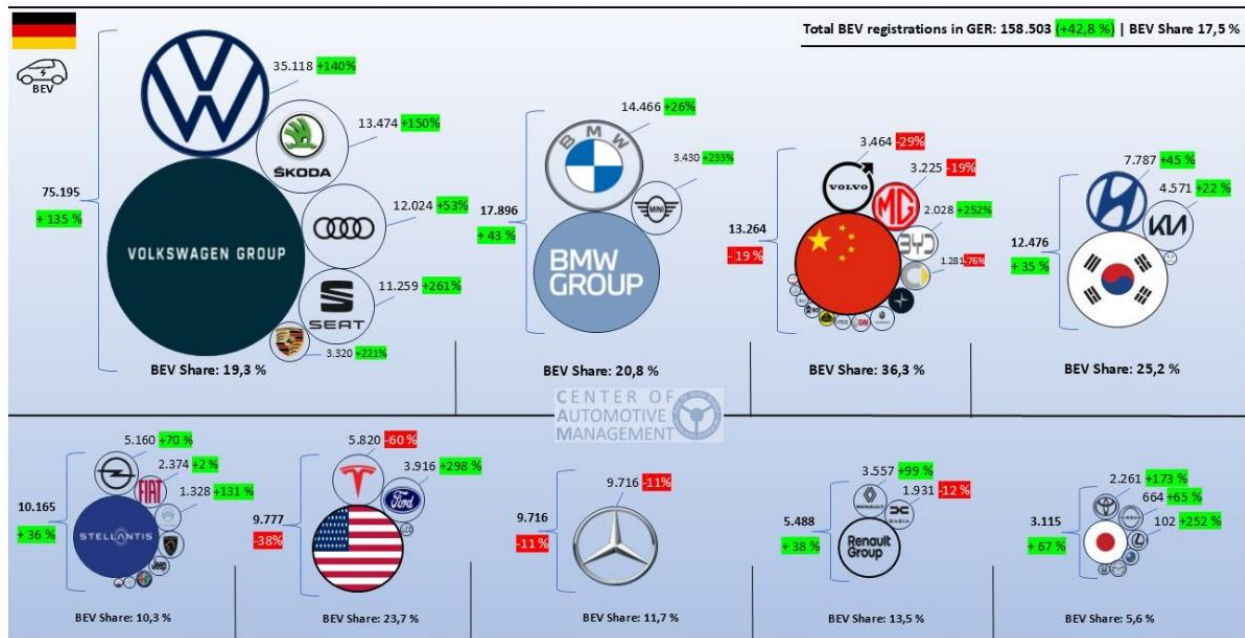


**Figure 6: German EV market**

(Source: evboosters, 2025)

The German EV market creates high pressure on Mercedes as the sales has drop by 11.7% and also electric car registration has declined (evboosters, 2025).

## US

The US economy is presently suffering tariff pressure, financial instability, addressing costs of the product. However the total sales of the automotive vehicle in the US are 16.2 million units, which is increased 2% (Yahoo Finance, 2026). This large market size is highly beneficial for Mercedes-Benz to boost its sales volume and scale of economy. In the US, Mercedes had sales of 40,00f vehicles in 2025, which is 1% higher than in 2024 (Yahoo Finance, 2026).

## Social

### Customer behaviours

#### Germany

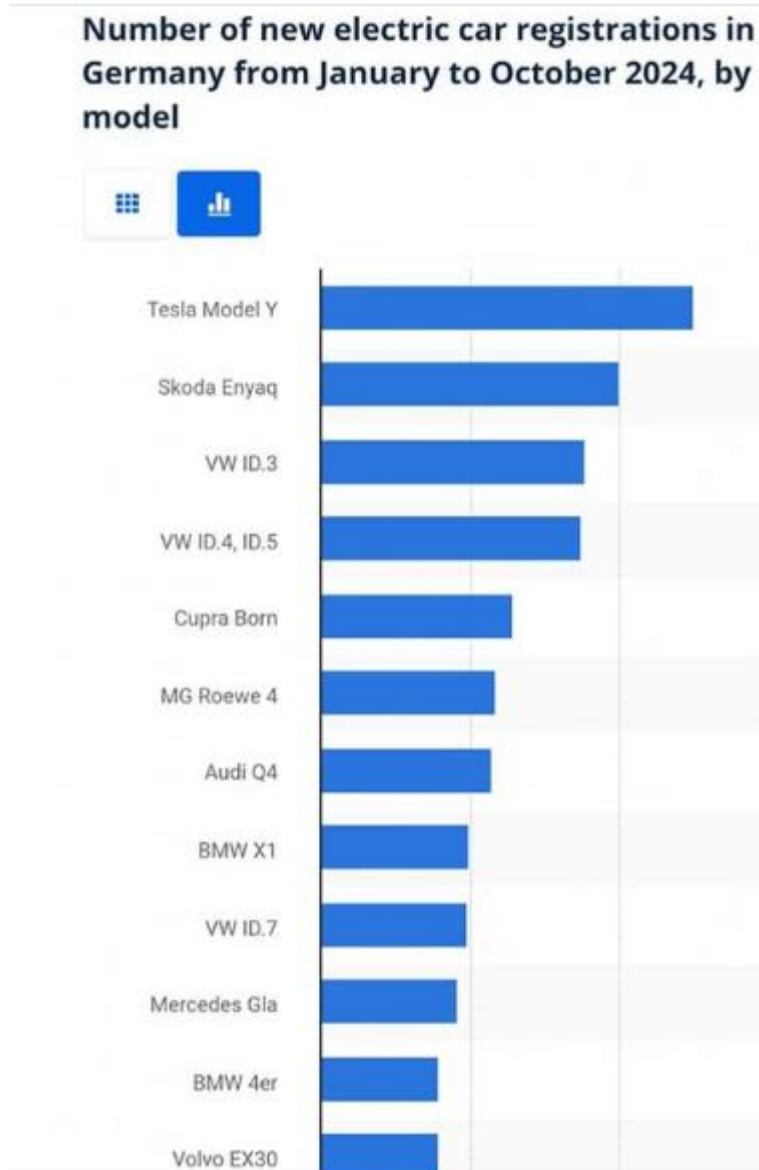


**Figure 7: Rate of registration of EV cars in Germany**

(Source: Facebook, 2024)

The above image shows the customer behaviour by rate of electric car registration in Germany, which indicates that German customer prefers luxury EV cars (Facebook, 2024).

## **US**

Customer behaviour in the US is effectively shaped by their social status and lifestyle aspirations. US customers have purchased the vehicle mainly to show their success and identity.

## **Culture**

### **Germany**

German customer has supported the innovative and technologically advanced. They have shared values in safety and quality products with high technological performance. Their strong acceptance of sustainable mobility, along with the electric vehicle. They have shown high environmental awareness regarding climate change. In this case, Germany needs to maintain brand loyalty by supporting status symbolism.

### **US**

American customers mainly prefer customised products with connective features, digital information, and interior comfort. They mainly spend on luxury products and SUVs as per their long-distance travel, lifestyle preferences and living patterns. They mainly prefer emotional appeal and brand image, which mainly influences them in making their purchase decision. In the US automobile industry, popular culture is related to celebrity endorsement, and social media has changed the brand perception of US customers. 5% American are mainly preferring EV cars, which mainly support them for sustainable mobility options (CBTNews, 2022).

## ***Technological***

### **Germany**

The technological ecosystem in Germany is highly advanced, which mainly focus for diversified products. Germany's automobile industry is highly popular due to its engineering excellence, industrial research and manufacturing innovation. Industry is highly invested in EV technology, smart manufacturing and battery innovation, which is strongly supported for brand collaboration. This technological advancement has support for research institutions, government and industry. This technologically advanced market is highly beneficial for Mercedes for boosting an innovation-based cluster along with talent-based manpower. Based on the image below, it is observed that German industry has invested 55.1 billion euros in 2023, which is 56.3 billion euros in 2025 (Statista, 2026).

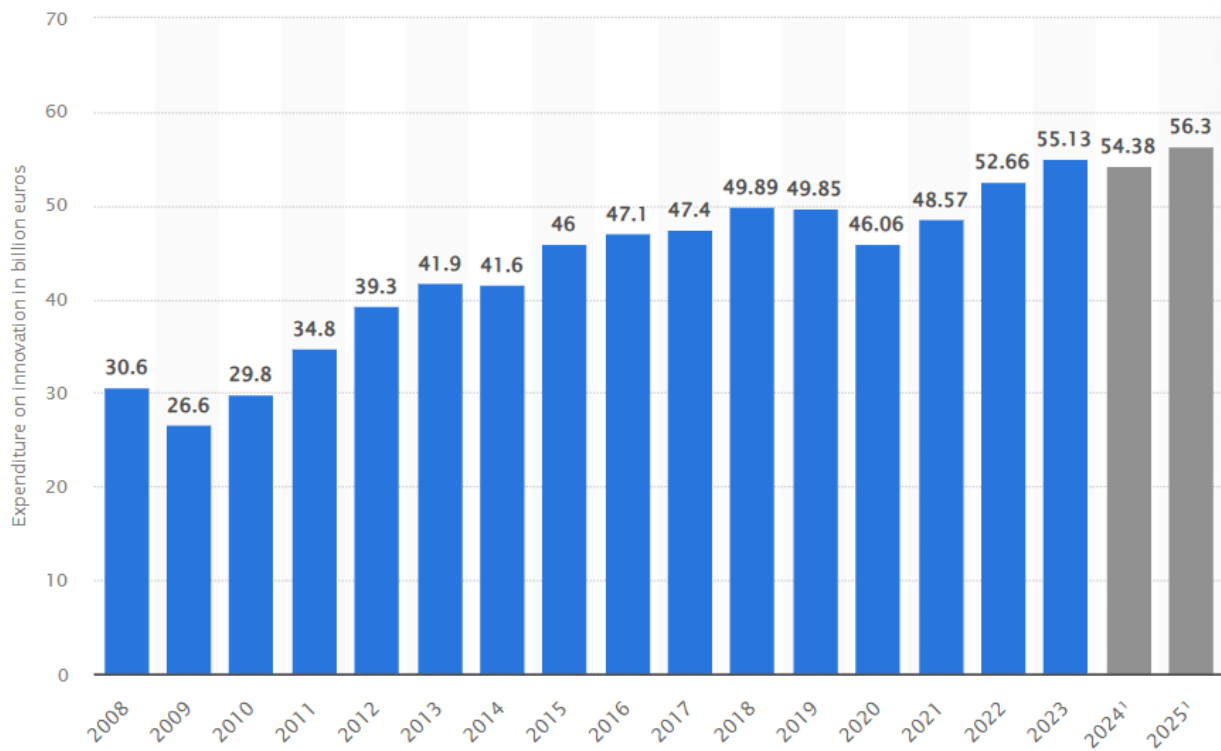


**Figure 8: Invest in innovation in the German car industry**

(Source: Statista, 2026)

## US

The technological environment in the US is involved with software development, digital technologies, and data-driven solutions. This market has a higher capability to conduct user experience design and autonomous driving. US customers mainly expect digital integration with smartphone connectivity, an infotainment system, and subscription-based services. US automobile brands, both start up and MNCs have focused on investing in AI, which is approx. \$10 billion, which highly contribute for improving customer experience (itbrew, 2024).

## Legal

### Germany

German industry mainly follows EU regulatory framework, which mainly focuses on data protection, safety standards, and governing vehicle emissions. This regulatory practice has support to meet the regulatory requirements that support production cost, increasing development. Data privacy regulations and customer protection law has highly supported enforcing customer data protection, which helps Mercedes to maintain fair practices.

Consumer protection act as per German Civil Code (BGB) has mainly focus for protecting customers from unfair incidents (ICLG, 2026).

## **US**

Legal environment in the US is highly fragmented, which mainly follow federal regulations as per state-level policies. The regulatory diversity has enhanced complexity, mainly for Mercedes-Benz, which has been involved with marketing practice and product practice. In the US, there is a legal risk of consumer litigation and product liability. Germany has support for regulatory consistency, which is highly complex in the US environment. As per Federle Trade Commission, customers have the power to prevent unfair practices (FTC, 2026).

## ***Environmental***

### **Germany**

The German automobile market has developed centralised policy as per environmental sustainability focusing on the national carbon emission goal. The industry is committed as per the governmental principle, which has positively influence on increasing environmental performance. German environmental regulation has mainly focused on waste and chemical management within the EU regulatory framework (Lexology, 2026).

## **US**

Environmental awareness in the US environment is growing mainly based on the customer segment and the regional segment. The US Environmental Protection Agency has been led by EPA administers which mainly focus on protecting the environment as well as human health (EPA, 2026).

## **1.4. Comparative analysis of STP**

For analysing customer segmentation, the STP model is effective, which needs to be adapted by Mercedes-Benz. According to Turangan *et al.* (2026), the marketing mix and STP has support has increase competitive advantage and sales focussing on small scale enterprise. This tool acts as a pivotal practice which mainly supports designing the marketing plan. In this task, this model is effective for Mercedes-Benz for maintaining the consistency in the global luxury market focussing on the international market. Both the

US and Germany a high-income country where customer expectations, developed market, cultural values, and lifestyle patterns are effectively significant.



**Figure 9: STP model**

(Source: Turangan *et al.* 2026)

### **Segmentation**

#### **Germany**

In the German automobile industry, the organisation has segmented the customers based on their lifestyle, demography, psychographic and behavioural.

Demographic: The brand mainly targets environmentally conscious customers middle to high income families, urban professionals, and luxury car buyers.

Lifestyle: The customers who have maintain high economic standard are mainly targeted by Mercedes in Germany.

Psychographic: The customers who prefer practical considerations like fuel efficiency and engineering quality are purchasing Mercedes.

Behaviour: The customers who are mainly eco-conscious and give priority to electric mobility with low emissions are mainly targeted by Mercedes-Benz. The customer's purchasing behaviourist mostly influenced by its sustainability performance (Narci *et al.* 2026).

Geographic: Mainly the main customers who can easily access a premium vehicle in a low-emission zone.

#### **US**

The segmentation of Mercedes in US as strongly emphasis on lifestyle orientation, high income level and previous purchasing vehicle pattern.

Demographic: Suburban household, high-income professionals, premium buyers, lifestyle-focused customers mainly purchase these products. These targeted customers mainly purchase SUV and EV products.

Geographic: Diverse demographic customers in the US, with the urban and suburban communities. US EV owners prefer to target urban customers (Wang *et al.* 2026).

Psychographic: They are mostly lifestyle-driven with an aspirational identity. The targeted customers of the US are more environmentally driven and functional.

Behavioural: The people who mainly want family-oriented vehicle, long-distance travel, prefer to buy Mercedes. They also prefer a high comfort level, a large vehicle, personalised options and the advanced infotainment features.

### **Targeting**

#### **Germany**

Mercedes-Benz is mainly focused on the premium customers in Germany who have shared value with the technical experts, engineering experts, and environmental awareness customers. The target customers who mainly understand the advance automotive engineering, reliability, precision and innovation. The target customers include family and professionals who have a high range of stable income and mainly seek long-term value along with a quality vehicle. Mercedes managers have focused on customers with a sustainability strategy who have shown interest in hybrid and electric vehicles. The targeting approach has focused on rational decision-making, which has support for technical specification, regulatory compliance and efficiency. User acceptance in Germany has focused on battery-powered electric vehicles (Kegel *et al.* 2025).

#### **US**

Luxury lifestyle customers are targeted by Mercedes-Benz in the US who mainly access design, comfort, advance technology and status. Management of Mercedes has focused on household and individual needs who have shown the expression for personal success, symbolising the lifestyle. The brand has set premium pricing for customers with advanced digital features, emotional branding and financial options. This target has supported the brand to show the products like SUVs and technologically advanced models. Customer

expectation in the US market is mainly focused on hybrid SUVs (Shah *et al.* 2026). Compassion among US and Germany, in the US, Mercedes needs to be more emotionally targeted to the customers by focusing on their personal identity, status and lifestyle.

### **Position**

#### **Germany**

Mercedes has developed position strategy in Germany focussing on the demand for luxury products and innovation. The organisation has positioned itself as technologically superior, reliable and premium. Due to high engineering efficiency in Germany, Mercedes has a pan emphasis on safety standards, technical excellence, and sustainable leadership. The customers mainly perceive the brands as focusing on the national engineering heritage, brand credibility and reinforcement (Kegel *et al.* 2025). The brand has also focused on a communication strategy which has support to maintain competitive advantage. It also helps to easily access customers on high-quality, technologically advanced electric mobility products.

#### **US**

The position strategy of Mercedes in the US has been strongly associated with luxury style, innovation and comfort. The organisation has used effective marketing communication on US, which mainly reflects in interior luxury, premium design, digital connectivity, premium pricing, along with a high driving experience. As per imagery, emotional appeal, along with lifestyle storytelling has support to maintain the strength of Mercedes. The brand has a strong focus on maintaining technical quality, which is associated with personalised offer and social status (Shah *et al.* 2026).

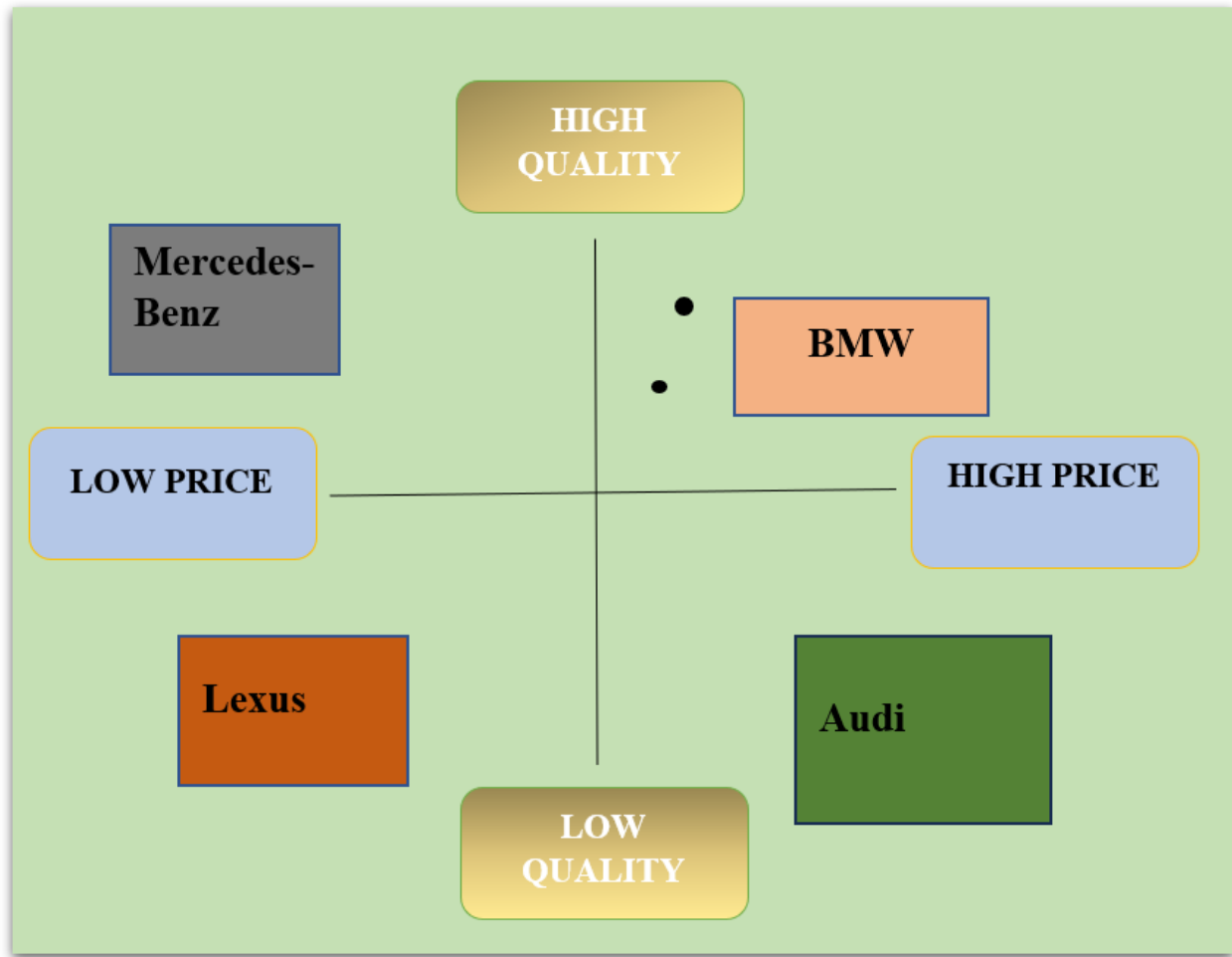


**Figure 10: Position map of Mercedes-Benz in the US**

(Source: Self-developed)

By analysing segmentation, targeting and propositioning response to Mercedes in the US and Germany, it is observed that for German customers, the brand focuses on quality-driven expectation. However, for US customers, it is mainly focused on lifestyle-oriented products.

### **1.5 Comparative Analysis of 7Ps Marketing Mix**

This part critically compares the way Mercedes-Benz modifies its 7Ps marketing mix in its home market (Germany) and the largest overseas market (United States). Although the global brand positioning is the same, operational and tactical components are measurably adjusted.

## Product

Mercedes-Benz has evident quantitative variations in product focus in the two markets. SUVs perform the best in the sales in the USA. In 2023, Mercedes-Benz USA recorded sales of more than 320,000 cars, and SUVs (including the models of GLE, GLC and GLS) took more than 60 per cent of the total sales in the USA (InsideEVs, 2024).

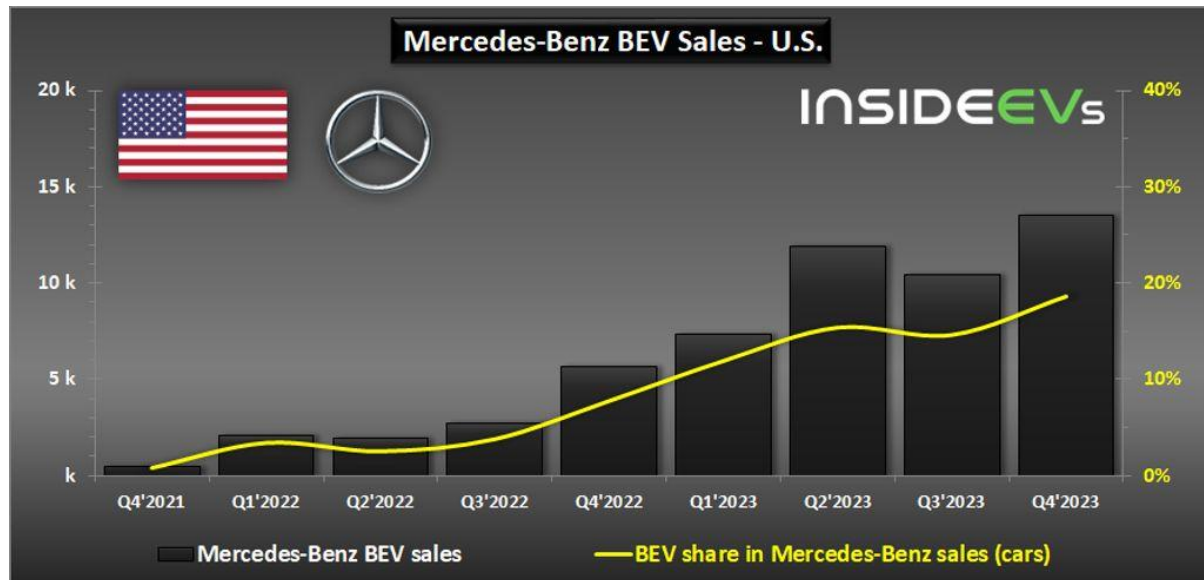


**Figure 11: Mercedes-Benz BEV Sales**

(Source: InsideEVs, 2024)

In order to meet this demand, Mercedes assembles SUV models in its Tuscaloosa, Alabama facility, which has produced over 4 million vehicles since 1997 and exports to international markets. This localisation saves logistics expenses and tariff risks and also matches the product supply to the consumer preference (Mercedes Benz Group, 2024).



**Figure11 Mercedes-Benz Plant Tuscaloosa**

(Source: Mercedes-Benz Group, 2024)

In Germany, on the other hand, the demand is more evenly spread over sedans, estates and compact executive cars. Germany can be considered one of the largest markets in Europe for Mercedes, as the merchandise has recorded over 240,000 registrations of passenger cars in the recent years (Statista, 2025).

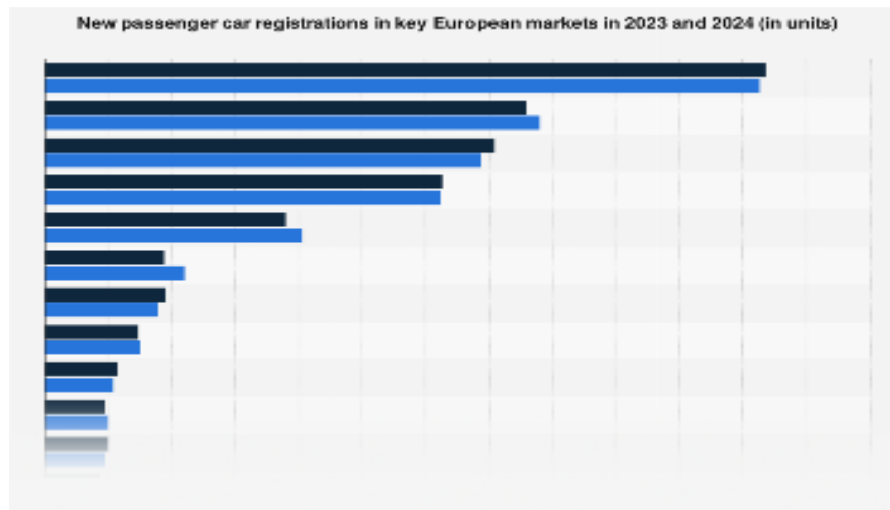


**Figure 12 Germany remained the largest passenger car market in 2024**

(Source: Statista, 2025)

Moreover, Germany has become a major EV market to the EQ-based line of Mercedes since it has good charging infrastructure and emission targets in the EU.

## Price

Pricing strategies reflect structural differences in purchasing behaviour. Leasing is a major purchase of luxurious cars in the United States. According to industry reports, leasing penetration in the US luxury market is usually more than 50%, and this is much higher than most markets in Europe (Global Market Insights, 2026).



**Figure 14 Europe Car Leasing Market Analysis**

(Source: Global Market Insights, 2026)

Mercedes-Benz USA gives a lot of promotional efforts to lease deals and APR financing plans, making affordability based on payments but not the overall cost of the vehicle.

In Germany, the competition is stiff because of the local competitors, BMW and Audi. Cars are widely packaged as optional, which adds to the price of transactions (Carcility, 2023).



**Figure13: The Battle of German Luxury Cars**

(Source: Carcility, 2023)

German purchasers are generally not so promotion-oriented, but specification-oriented. Lack of aggressive marketed discounting assists in maintaining premium pricing perception in the home market.

### **Place**

Germany enjoys the accessibility to other production centres like Sindelfingen and Bremen, which enhances the effectiveness of supply chains. Germany is also a key export centre of Mercedes cars in the world.

Mercedes-Benz dealers are widely distributed across the United States, with a significant concentration in key luxury-oriented states such as California (50 dealerships, ~13% of the US total), Texas (32 dealerships, ~8%), and Florida (31 dealerships, ~8%) (ScrapeHero, 2026).

## Top 10 States and Territories with the most Mercedes Benz dealerships

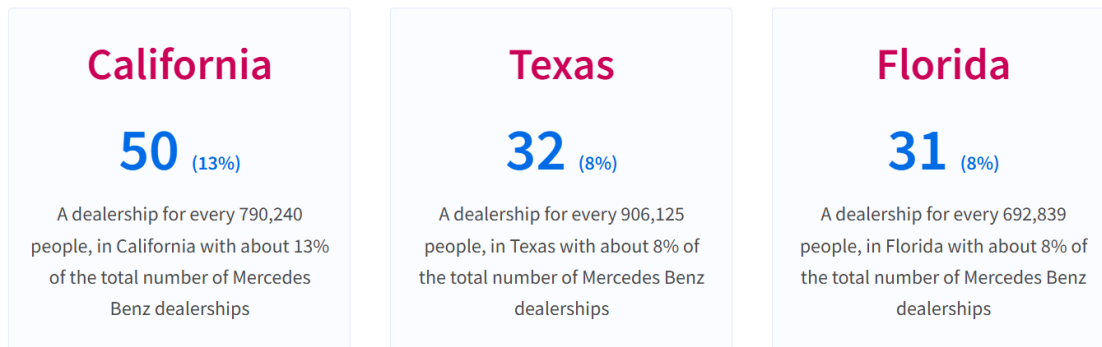


**Figure 14: Number of Mercedes Benz dealerships in the United States in 2026**

(Source: ScrapeHero, 2026)

The plant in Tuscaloosa is strategically important, because, besides supplying the US, it also sells SUVs to other countries in the world. The domestic production minimizes the transatlantic trade tensions and currency changes.

### Promotion

Promotions are culturally different yet consistent worldwide with the brands.

In Germany, the focus of advertising is on engineering excellence, safety technology and innovation. The EQ sub-brand includes technical features like driver assistance systems, performance engineering, and electric mobility as they are often mentioned in campaigns. In the United States, the market positioning of Mercedes emphasises more on the aspiration, success and lifestyle (The Strategy Story, 2025).

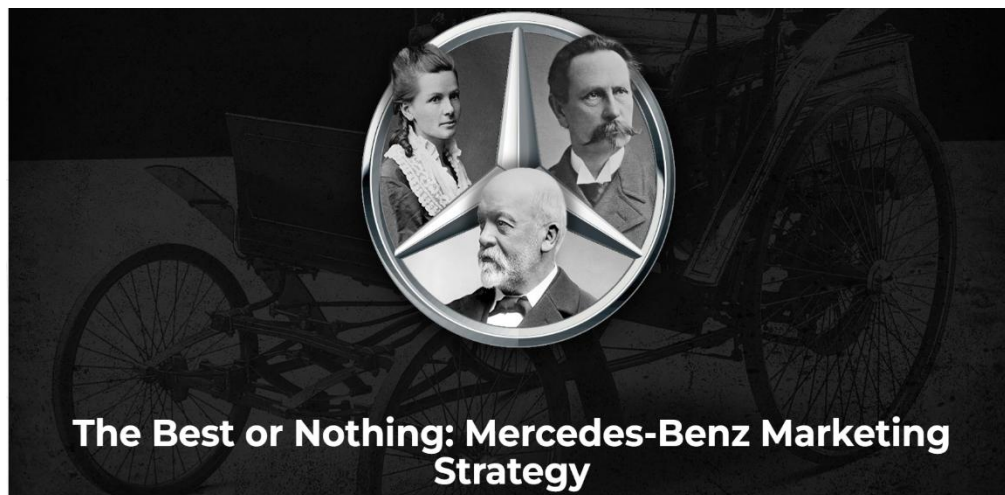


**Figure 15 Mercedes-Benz Marketing Strategy**

(Source: The Strategy Story, 2025)

### **People**

The dealership employees in Germany are well-trained in technical specification and engineering details. Considering the level of sophistication among the German automotive consumers, depth of product knowledge is highly essential in the determination of purchases.

In the US, technical knowledge is still valued but customer service, relationship management as well as after-sales experience are the areas that are prioritised. The J.D. Power customer satisfaction surveys indicate that the service experience in the dealership business is a powerful determinant of the client loyalty of the US luxury customers, thus people management serves as a competitive advantage (JD Power, 2025).

### **Process**

Both countries integrate digital configuration tools and connected services. The US customers, however, tend to carry out many online comparisons prior to visiting dealerships, and the German customers have closer interaction with the authorised retailer, when it comes to decision-making.

### **Physical Evidence**

The physical evidence depicts the high brand identity of Mercedes in the world. The exhibition in Germany and the US is designed with modern architecture, minimalism design, quality material, and branded image.

Nevertheless, US dealerships tend to be larger, which is indicative of suburban land access and greater stocks of SUVs (Mark Kane, 2024). In Germany, showrooms are smaller, and especially in big cities, are focused on heritage and engineering exhibits.

In summary, although Mercedes-Benz has a consistent brand image on a global scale, there are significant variations in consumer behaviour, production system, and cultural anticipations that necessitate significant variation between Germany and the United States of the 7Ps.

## 1.6 Directional development strategy in United States

The strategic direction of Mercedes-Benz in the United States is a logical attempt to reconcile the classic leadership in the luxury segment with a rushed electrification and adjustment to the market. Mercedes-Benz Group has a strategic presence in the US and an estimated 303,200 units have been sold to clients in 2025, making it one of the largest regional markets of the brand (Atlanta, 2026).



🕒 Jan 12, 2026 – Atlanta

- Mercedes-Benz USA retailed 303,200 passenger cars in 2025.

**Figure 18 Mercedes Benz US Sales**

(Source: Atlanta, 2026)

One of the central aspects of this orientation is the increase in the sales of electric vehicles (EV). Mercedes-Benz USA recorded 43,202 BEV sales in 2023 (248 % year-over-year) and EVs constituted approximately 15.3 % of all US sales, as compared to only 4.3 % in 2022 (Mark Kane, 2024).

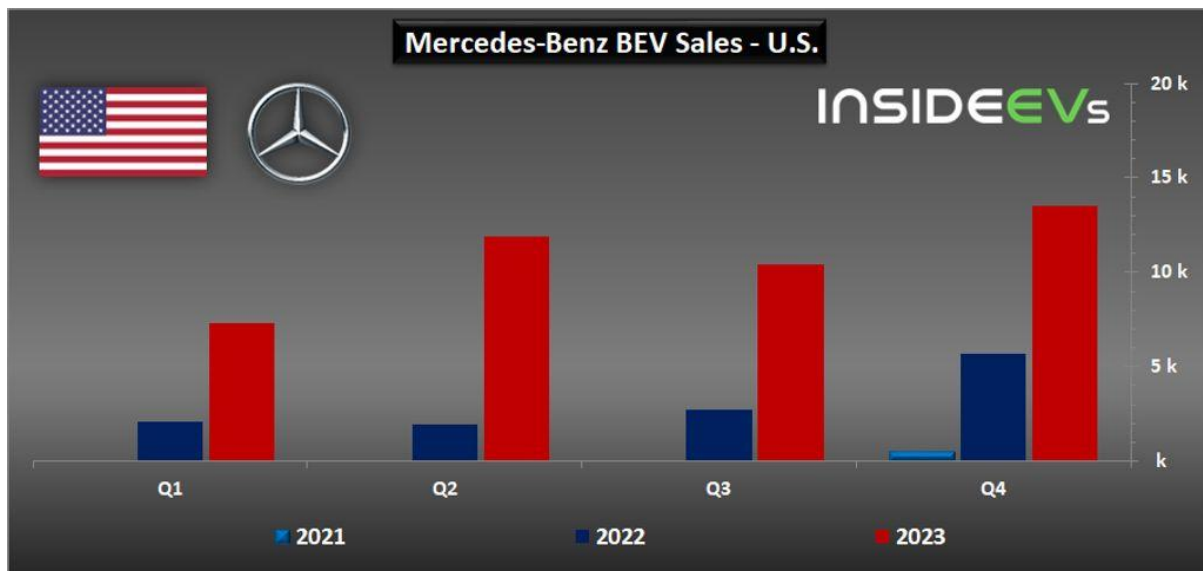


**Figure 16 Mercedes Benz BEV Sales**

(Source: Mark Kane, 2024)

This upsurge made Mercedes competitive in the US EV market that has been changing rapidly.

Nevertheless, it has had to adapt strategically due to the changing demand and policy changes. An example of a flexible market alignment approach is when the company halted the delivery of EVs in the US in 2025 following the decline in demand and cutback in federal tax incentives (Reuters, 2025).



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## Mercedes-Benz to cut EV prices in the US, pause some deliveries as demand falters

By Alessandro Parodi and Amir Orusov

July 30, 2025 10:49 PM GMT+5:30 · Updated July 30, 2025



**Figure 7 Mercedes-Benz to cut EV prices in the US**

(Source: Reuters, 2025)

In Q4 2023, EVs took 18.7 per cent of the sales of Mercedes-Benz in the US, indicating the possibility of electrification regardless of short-term accommodations (Mark Kane, 2024).

The focus of this strategy is on localisation of production. The Tuscaloosa, Alabama plant is a backbone of US operations, manufacturing important models of SUVs and some EVs, lowering tariff influences and matching production to demand.

In summary, the US directional strategy of Mercedes-Benz focuses on mixed powertrains portfolios, localisation, and responsiveness to the market, and makes the brand competitive in the long-term perspectives of luxury and electrified markets.

### **1.7 Evaluation of ethical issue related to marketing mix**

A major ethical issue that is associated with the marketing mix of Mercedes-Benz is that of transparency and environmental responsibility- particularly on the way the products were marketed as opposed to their performance in environment. The case involved Mercedes-Benz that allegedly deployed secret emissions-cheating software in its diesel cars sold in the United States between 2008 and 2016. In a recent multistate settlement, the company settled with 48 states, Puerto Rico and the District of Columbia by paying a sum of \$149.6 million as a result of over 211000 diesel vehicles being discovered to be emitting nitrogen oxides well beyond acceptable levels yet being sold as being environmentally friendly (Investing.com, 2025).

## **Mercedes reaches \$150 million settlement with US states over diesel scandal**

By Reuters | [Stock Markets](#)

Published 12/22/2025, 11:17 AM | Updated 12/22/2025, 12:18 PM

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**Figure 8: Mercedes-Benz has reached a \$149.6 million settlement with U.S.**

(Source: Investing.com, 2025)

This behaviour included dishonest marketing and product claims, which breached consumer laws as well as the environmental laws by offering these vehicles as meeting the emissions standards when they did not.

In a marketing mix context, this comes in as an ethical issue with regard to product integrity and promotion. The marketing of these diesel cars as clean and advanced was a hoax to the consumers and undermined the trust of the people in the environment commitments of the brand. Even though the settlement was not admitted as having the liability over the case, the settlement highlights the moral danger of focusing on the competitive positioning more than the regulation observation and disclosure.

The other ethical aspect is associated with sustainability claims and operations impact of operations. Although Mercedes-Benz publicly promises a carbon-neutral future, and has a long-range target to have a net-zero carbon new fleet by 2039, critics have noticed that its green marketing messages are inconsistent with the environmental impact of its products and supply chain (Marketing Interactive, 2022). Naturally, greenwashing has faced criticism where advertising materials did not focus enough on environmental symbolism, despite the seeming impact of lifecycle.

## **1.8 Recommendation**

### ***Recommendation 1: Increasing EV accessibility and strengthening sustainable mobility***

It is recommended that Mercedes-Benz expand its product portfolio by accelerating its hybrid and electric vehicles. The organisation needs to focus on offering products with a more affordable range for EV model which can increase environmental commitment. While changing the infrastructure, Mercedes needs to follow both national and international regulations which is related to sustainable mobility and growing customer demand. Adaptation of EV by the customers focuses on market readiness and preferences (Zia *et al.* 2025).

### ***Recommendation 2: Enhance lifestyle experience along with digital personalisation***

It is also recommended that Mercedes invest in AI-driven technology and connected car technology. This technologically advanced vehicle has support to balance customers' lifestyles. The brand can also focus on a digital ecosystem, with the help of subscription-based model. In this business model, the brand can offer a flexible option, an immersive showroom that increases customer engagement and experience. Subscription-based model is a modern marketing technique that offers flexible options to the customers (Shukla *et al.* 2025).

### **Recommendation 3: Intensify Localised Market Adaptation and Still Have Global Brand Identity.**

Mercedes-Benz also ought to scale up on its glocal strategy by augmenting location market understanding in Germany and the US. Although the company continues with its global luxury positioning, the communication, emphasis on products, and service experiences should be adapted to the culture. This equilibrium will make the brand more relevant and not too thin.

### **Recommendation 4: Grow Strategic Cooperation in Technology and Charging Infrastructure.**

Mercedes-Benz ought to increase its partnerships with charging network companies and digital technology companies to support its premium EV positioning. Enhancing the accessibility of charging and related services will enhance customer convenience, limit range anxiety, and increase the competitiveness of electric mobility systems in the global market in the long term.

## **1.9. Conclusion**

It can be concluded that Mercedes-Benz has successfully operated its business in the international market, specifically in the US and Germany. By using the PESTLE model, it is observed that the German automobile industry has engaged with strong regulatory circumstances and stable political conditions. However, in the US, volatility in political conditions has been observed. In Germany, Mercedes has positioned itself as a technologically advanced and premium brand. However, focusing on the US market, it is

competitive and lifestyle-oriented. Focusing on the 7P marketing mix, for the promotion, the brand has used technical assistance in Germany; however, in the US, it focuses on partnership. As per the above finding, Mercedes effectively manages its brand consistency focusing on both local and international markets. However, the brand faced external pressure such as sustainability demand, economic volatility and regulatory complexity.

## Section 2: Reflective report

This reflective report is an evaluation of the process that I used in research, analysis and preparation of the international marketing mix report on Mercedes-Benz in Germany and the United States. I have formatted this reflection as the Reflective Cycle created by Gibbs, which consists of six steps, namely: Description, Feelings, Evaluation, Analysis, Conclusion, and Action Plan.

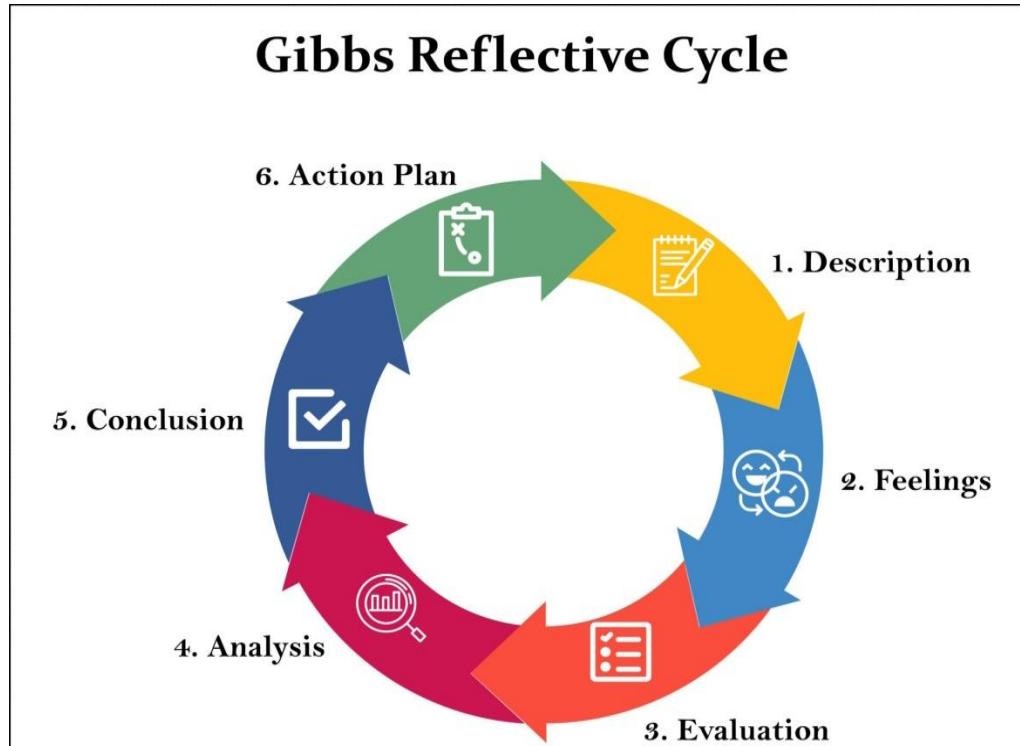


**Figure 9 Gibbs' Reflective Cycle**

(Source: Saul McLeod, 2025)

### 2.1. Description

This assessment was aimed at critically evaluating the international marketing mix of Mercedes-Benz in two countries based on models like PESTLE, STP, and the 7Ps. I chose the United States and Germany as these would represent the opposite but strategically significant market, Germany as home and heritage market, and the United States as the major international growth market.

I have started my research with the collection of secondary information by using the sources that are credible, such as annual reports of companies, official websites of

Mercedes-Benz, Reuters, publications of governments, and platforms of automotive industry. I organised the report following the provided headings, which are macroenvironment analysis, STP comparison, 7Ps comparison, directional development strategy, ethical evaluation and recommendations.

One major aspect of the procedure entailed the contrasting of both the advertising and standardisation incentives and incorporating actual information (e.g., EV sales development, US diesel dealings, SUV prevalence). I was trying to be academic but to provide analytical depth and not description.

## **2.2. Feelings**

By the start of the assignment, I was certain in my theoretical but unsure about my opportunity to approach real-world information critically and apply marketing frameworks. When it came to finding credible sources (the first one being credible data), this was initially a challenge given the necessity of incorporating actual statistics and references. When comparing the PESTLE factors, I came to the realisation that comparison of the macro-environment need not be as easy as I thought. As an illustration, it was necessary to be clear in differentiating between political, legal and environmental factors. I was also a little bit insecure when adding real data on EV sales, leasing tendencies, and emissions settlements since precision was imperative.

But as I went on, I became confident. The analysis was also credible due to the strong sources (official reports and Reuters articles) needed to find. The process of completing the section of 7Ps brought me satisfaction since I clearly understood how theory was applied to strategic business decisions.

## **2.3. Evaluation**

The process was successful in a number of ways. To begin with, the report was structured and then written in order to ensure logical flow. Subsections with the marketing mix deconstructed enhanced the coherence. Secondly, real-life data helped to make my arguments stronger, as well as to make the report more analytical.

Nonetheless, there were certain difficulties. First, some of my work was descriptive and not analytical. I also needed to re-write some parts to provide evaluation, comparison and

strategic reasoning. Also, it was necessary to do word-count balancing in the sections, particularly in the cases of the use of statistics and references.

Time management would have been done better as well. I have wasted a lot of time by scanning on dependable sources instead of simply focusing on quality databases and official sources.

## **2.4. Analysis**

In this reflective report, Gibbs' model has been used, which assists me in understanding the importance of learning about problem-solving and decision-making. I have understood through this international marketing strategy to balance the global branding with localisation. Through observation and collecting data, I have learned how operational strategy differs for each international market. For example, there are diversity in purchasing behaviour inf infrastructure and cultural preferences. My understanding has focused on how standardised international marketing has adapted by Mercedes while operating premium product to customers. This international marketing report helps to develop my analytical skill as well as I am effectively able to make strategic decisions. Analytical and leadership skills support for strategic planning (Khalilov *et al.* 2025). In addition, my academic writing skill has also become stronger through collecting evidence on how Mercedes has managed the external environment, such as economic uncertainty and diverse cultural behaviour.

## **2.5. Conclusion**

It is concluded that the reflective learning experience has support to develop my understanding power about international marketing strategy. In this report, I have used different strategic models like PESTLE, STP, and Marketing Mix (7P) in both the US and German contexts. I have personally realised that international marketing covers both local responsiveness and brand consistency. In this task, I have used both academic literature and commercial references such as Statista and Yahoo Finance. These evidences are helpful to critically analyse how Mercedes has design diversified strategy for the US and Germany individually. These activities have increased my confidence in marketing analysis, communication practice and decision making. These skills are helpful for

analysing real-world business situations. While using PESTLE, I have shown that the German automobile industry has invested 56.3 billion euros in 2025; however, US automobile industry has invested \$10 billion in AI. This has support to understand that technological investment is required to maintain innovation.

## **2.6. Action Plan**

Focusing on both professional and academic support, I will focus on research-based approach and a systematic approach, which has contributed for increasing the quality of work. I prefer to use both news articles and peer-reviewed journals, which will increase the strength of this report. Theoretical establishment has ensured research credibility that has relied on industrial sources. I need to focus more on comparing the sources, leading in-depth understanding, and critical evaluation which has contributed to balanced international marketing. I need to also concentrate on citation and referencing style, which ensures consistency and accuracy management as per academic standards. I would also like to seek feedback from my supervisor and teammates regarding my research process and writing practice. Feedback has support for continuous improvement which mainly motivate the student (Fisher *et al.* 2025). I have also tried to identify my weaknesses and areas of improvement, which helps me to increase my professional quality. I would also like to use a different analytical framework to analyse cultural difference like Hofstede's cultural dimension model. This will increase my ability for critical and comprehensive analysis on international market.

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