



Branding, Positioning and Segmentation at Volkswagen

By Volker Schmid

Grin Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 210x147x13 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: A, Teesside Business School - University of Teesside (Teesside Business School), course: Strategic Marketing, 30 entries in the bibliography, language: English, abstract: This paper analysis the case study VW Phaeton by Röhm and Murphy (2005) about the launch of a luxury car by Volkswagen. Since the introduction of the VW Phaeton in May 2002, Volkswagen has been under pressure as the company did not reach their sales forecast, experiencing dramatic financial losses (Weernink, 2002). It comments on the strategy of VW in terms of branding and positioning. It also considers segmentation, niche and mass marketing as essential issues for VW. Various aspects of these issues are discussed as well as their relationship to customer loyalty, and how they contribute to a business success. Finally, it is summarised why the future of the VW Phaeton is considered to be a bleak. It could be shown that positioning is an outgrowth of segmentation, and therefore, presents an integral part of VW...



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