**Marketing Plan Outline**

**1)**Executive summary: The Hyundai Equus will be brought to market to compete in the full size luxury automotive market segment. Theaggregationof marketing, pricing, and branding strategies will position the Equus as a value conscious option for consumers looking for a full sized luxury automobile.

1. Situational analysis

**a)** Internal: Hyundai has been targeting the price conscious segment in the US and attempting to establish an image of reliability with its 10 year/100,000 mile powertrain warranty. The company has seen market share growth continuously in the US. They have however had image issues revolving around quality issues and brand equity issues. Overall current marketing strategies have been successful with sales volume increasing worldwide and market share growth in the established markets of the US and Europe. The company has also seen its stock increase 652% in the last 5 years. The structure of the company allows for great resource availability. Hyundai motor company is part of a large Chaebol, a South Korean term for a large multi-national conglomerate that has many diverse business units.

**b)** Customer environment: The customer that traditionally purchase Hyundai automobiles are price conscious consumers. The prices of the models offered do tend to translate into heavier usage. The same idea should continue into the Equus offerings, as conumers are more willing to put miles on a car they paid less for.The majority of purchases are made using credit and purchase them from dealers. There dealer network has seen growth and turnover in the last few years. The turnover has come as more established dealers are now willing to have Hyundai within their brands. In the past, Hyundai dealerships were more focused on high volume to achieve profits for dealers as the image has improved so has the margin for dealers. This development has led to the turnover.

**c)** External: The main competitors for Hyundai have been Ford, Chevrolet, Toyota, and Honda. The development of the Genesis and Equus product lines are a direct attempt to compete with BMW, Audi, Mercedes, Acura, and Lexus. The tariff structure on imported cars has hurt Hyundai in Korea specifically as it relates to their luxury product lines. Duties on European imports have fallen to 3.2 percent from 8 percent since a trade pact was implemented in 2011, and next year they will be eliminated for most cars. A U.S. deal has halved tariffs for passenger vehicles to 4 percent and will eliminate them by 2016. With these developments a customer can often see German luxury automobile priced lower than comparable models by Hyundai. This is purely a domestic issue as pricing strategy has often led to these types of pricing structures. Hyundai has often chased sales outside Korea as exchange rates benefit the company in overseas sales. As with all auto manufacturers, technological advancement in both hybrid and electric autos are pervasive and provide consumers with both direct, indirect, and replacement competing products.

**3)**S.W.O.T.

**a)** Strength/Weakness: Hyundai has great resource availability,they haveproduced unreliable cars, pricing strategies.

**b)** Opportunities/Threats: Tariffs structure changing in Korea, Not a full product line (further development possible), Electric and hybrid technologies, Competitors better developed diesel product lines.

**c)** Competitive Advantage: Chaebol structure allows for quasi-vertical integration.

**d)** Strategic focus: Focus in relation to Equus is to establish the model separate to the existing product line. Brand as Equus not as a Hyundai Equus, and reinforce the value proposition already present in existing offerings.

**4)**Mktg Goals and Objectives

**a)** Establish Equus brand

a1) in the first year of model offering PR/Mktg department will get Equus featured in at least 5 publications/ media programs

a2) in the first year of model offering attain at least 25% product consideration with customers purchasing full size luxury autos. Research will be done by Mktg department

**b)** Establish Value proposition

b1) Enter market at least 25% below comparable directly competing models in US and European markets for the first two years of model offering, pricing strategy research will be carried out by Mktg department.

b2) Product development team will revisit features offered after each quarter to ensure that the features offered remain competitive with direct competitors.

**5)**Mktg Strategy

a) Primary/secondary target market: Primary target would be 35-55 year old consumers. The price of the offering would dictate that earning in the top 10-15% of US earners. Additionally the pricing strategy will allow for entry level luxury buyer to consider Equus.

b)Product Strategy: Equus will be devoid of any and all Hyundai branding and badging. The cars will have dedicated customer service reps at all Hyundai dealerships to deal with maintenance and all other customer relation issues. The model offering will strive to have as many comparable features as direct competitors. A focus will be made to highlight spaciousness and

c) Pricing strategy:

d) Distribution/Supply Chain Strategy:

c) Integrated marketing communication strategy

**6)**Mktg Implementation

a) Structural issues

b) Tactical marketing activities

**7)** Evaluation and Control

a) Formal Controls

b) Informal controls

c) Implementation schedule and timeline

d) Marketing audit