

The logo for Magneti Marelli, featuring the words "MAGNETI" and "MARELLI" in a bold, blue, sans-serif font, stacked vertically. The text is set against a yellow background that is part of a larger graphic element resembling a torn piece of paper or a sticker, with a white, irregular border on the left side. The entire graphic is set against a dark blue background.

**MAGNETI
MARELLI**

Offered by:

MOPAR

Team 5

Can you explain the business opportunity in the Aftermarket?

Which are the most important critical factors to compete in this market?

And which assets do the two firms need to join?

Which kind of brand strategy or secondary associations can they leverage to perform?

What can be the suggested Brand Marketing Programmes required in order to fulfill the strategy?
