

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, jagged edge on the left side. The entire graphic is set against a dark blue background.

**MAGNETI  
MARELLI**

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Offered by:

**MOPAR**

Team 5

Can you explain the business opportunity in the Aftermarket?

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

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And which assets do the two firms need to join?

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

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

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