

A close-up, front-left view of a bright yellow Lamborghini sports car. The image shows the headlight, the front fender with the Lamborghini logo, and the side mirror. The car's design is sleek and aerodynamic.

Lamborghini

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Introduction

- Brand equity: €837 million ,2011
- Parent company : Audi AG
- Head Quarters: Bolognese, Italy
- Revenue: US \$97.5 million ,2012
- Product category : Sports Cars & Super Cars



Brief History

- Ferruccio Lamborghini founded the company in 1963 when he was 47 years old.
- 1978: Lamborghini went bankrupt in 1978 and was sold to Chrysler
- 1998: Audi AG became the sole owner of the company..

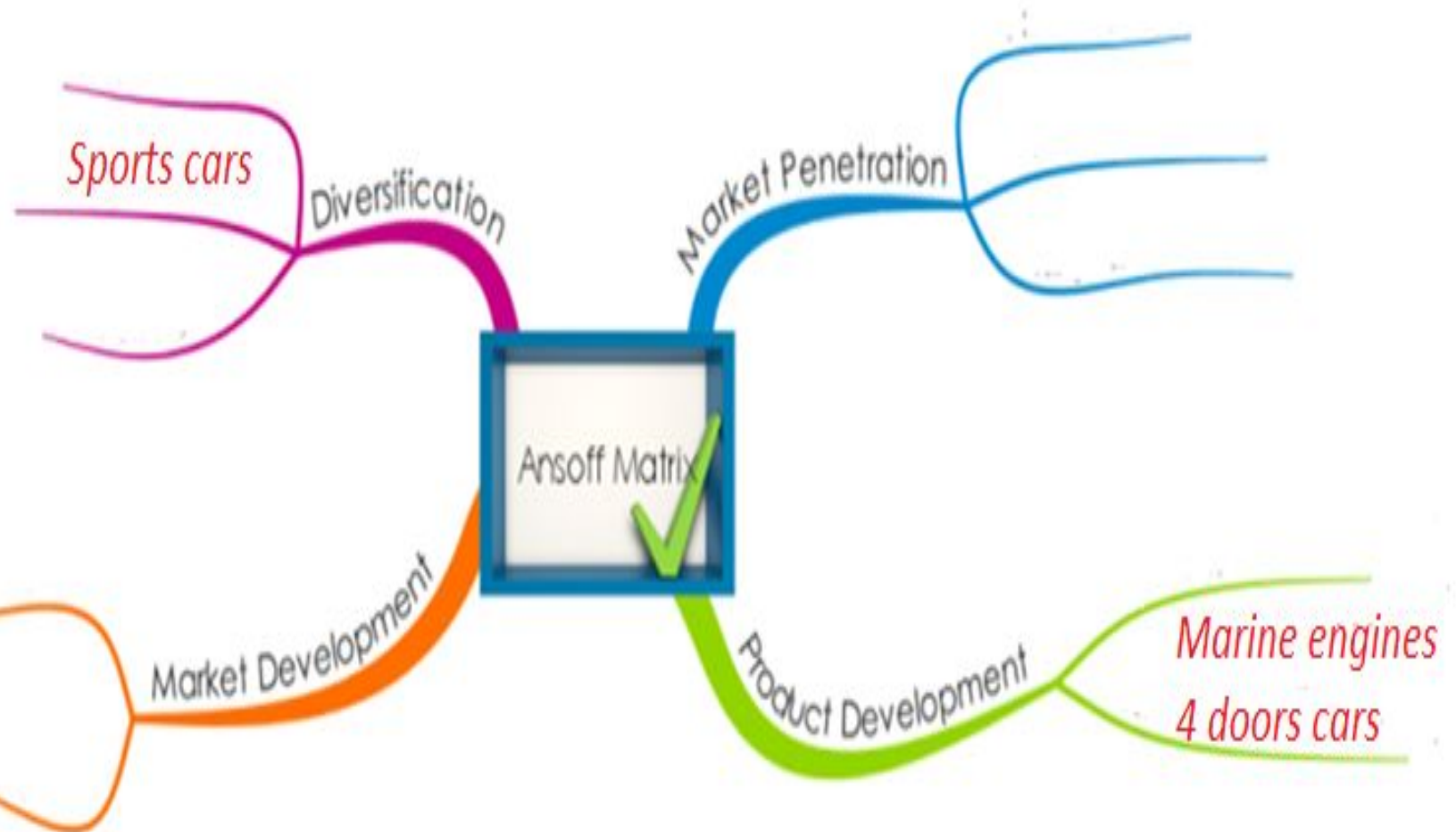


Company Success

- ❑ 2001: Lamborghini made one of the great cars, the Murciélago
- ❑ 2003: Lamborghini made another great car, the Gallardo.
- ❑ 2011: The Aventador is made, and is very expensive



ANSOFF Matrix



STP

Segmenting:-

Psychographic:

The upper class of the society

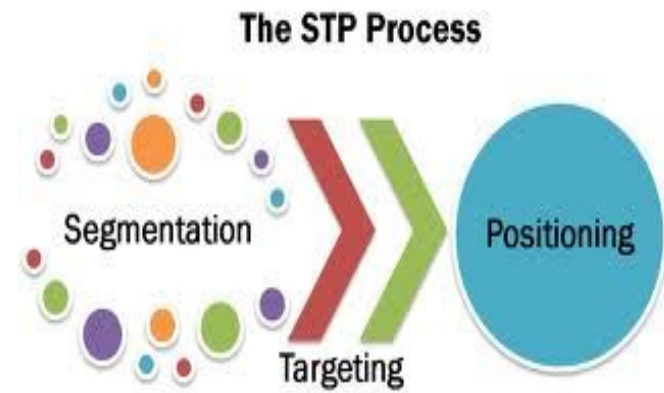
Targeting:-

Differentiated:

The rich & affluent from the urban

Positioning :-

Premium Super sports car for people who want superior performance



SWOT Analysis

S-Known for superior handling & high speed
i.e. performance

W-Lamborghini allegedly under the scanner of
environmentalists who feel fuel consumption is a
lot

O-To increase the global reach as currently it is
present in very few regions

T-Government policies against high fuel
consuming super cars



Product Mix

Width

Fashion, Super Trofeo, Accessories,
Lambo World,
Luxury, Specials

Depth:-

Model Cars:

Avendator LP700-4,
Gallardo LP570-4, Super Trofeo,
Countach LP500, Urraco,
Murcielago Roadster, GT2

Length

Width

Depth



Positioning Statement

- Targeting elite class according to need of cars our brand is sports&super cars that's why Lamborghini recognizable in its design as a unique and unmistakable work of art.

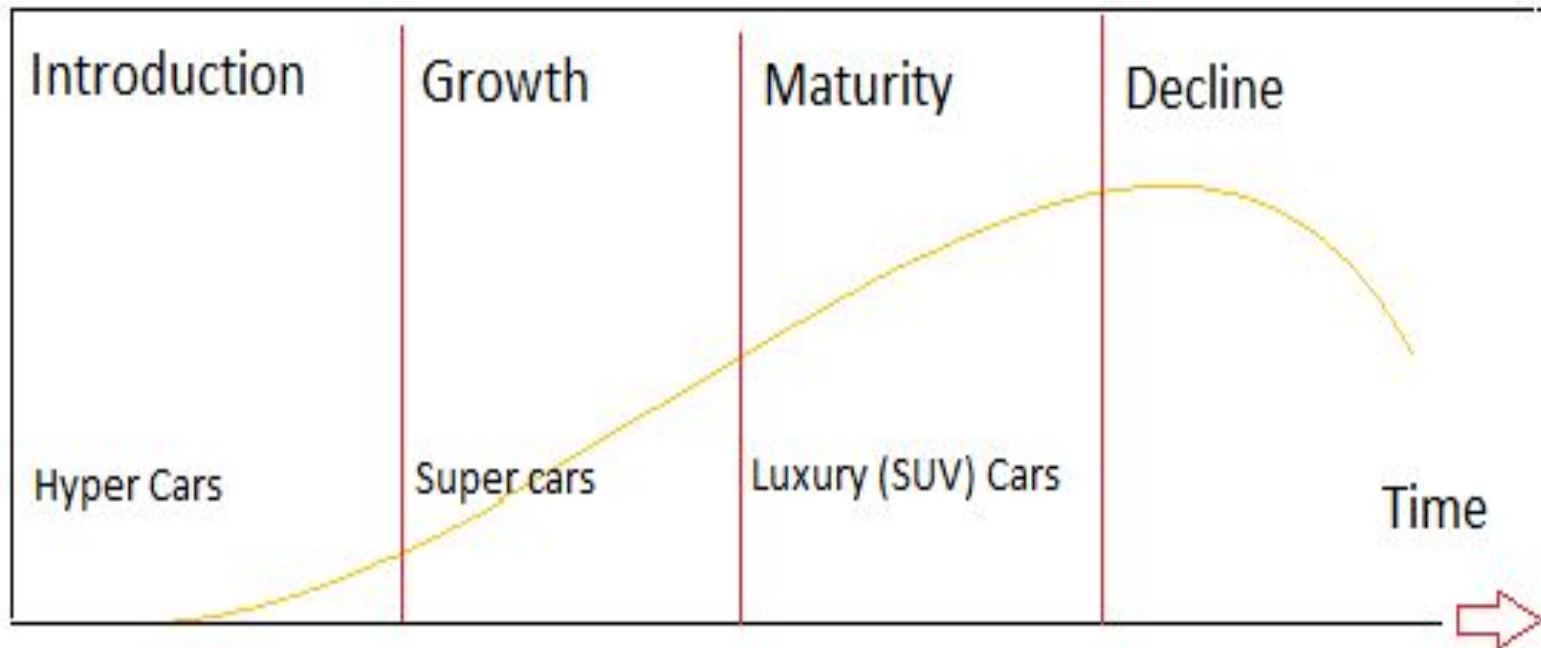


Unique Selling Point

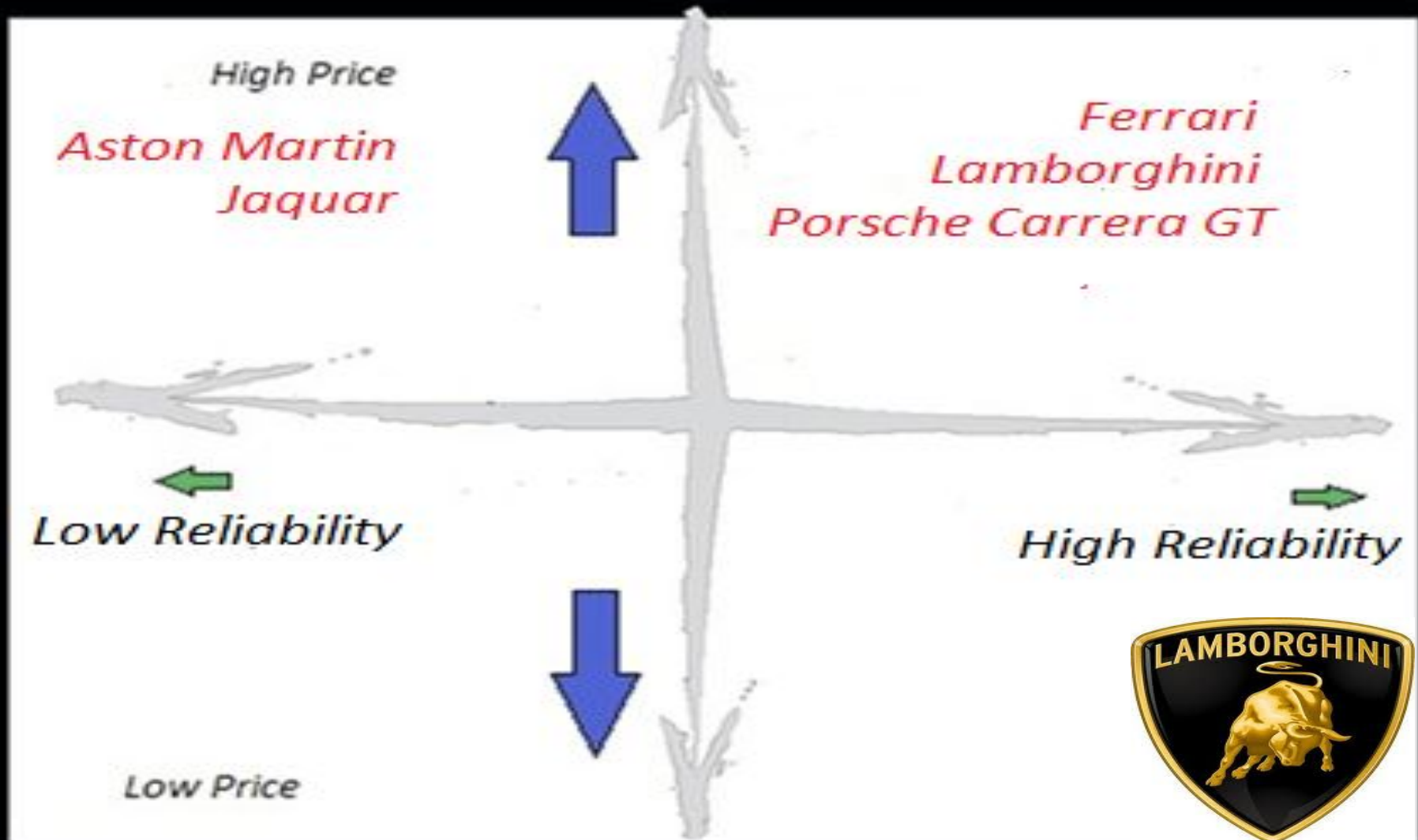
- ❑ Superior Handling & performance
- ❑ Four wheels power cars



Product Life Cycle



Preceptual Map



Latest News

- MILAN — Lamborghini chief executive officer Stephan Winkelmann says the automaker will decide in coming months whether to join other luxury brands and expand into all-terrain sports utility vehicles.
- The National Highway Traffic Safety Administration has issued a bulletin over a recall for up to 144 examples of the 2012 Lamborghini Aventador here in the States. The affected models, built from July 15, 2011 to April 20, 2012 have headlights that apparently don't conform to US federal motor vehicle safety standards. The lamps can be aimed horizontally ...



Latest News

A yellow and grey Lamborghini sports car is shown in a factory setting. The car is positioned diagonally, with its rear and side visible. The background shows industrial lighting and structures. The text is overlaid on the right side of the image.

Lamborghini is planning to roll out a new car for the brand's 50th anniversary. Automotive News Europe reports the Italian automaker will unveil a special one-off machine to commemorate the date next year. CEO Stephane Winkelmann has been tight-lipped about the vehicle, saying coyly, "It will not be a revival or a retro." Fortunately, with 2013 right ...

Thank You.....

