

BMW

Student's Name

Institution

BMW

The main argument in this discussion revolves on the changing attitudes of the buyers to towards the cars they have been buying over the years. In this case, Bayerische Motoren Werke company which was founded in 1916 which initially formed with an intention of manufacturing airplanes. However, the company later began to produce cars as well as motorcycles which were bought for luxuries. Slowly, the company gained a global reputation that has been consistent. According to Hwee (2015), even though BMW had garnered a decent reputation over the years as many luxury seekers considered it as their go-to company, the customer base began to decline after the customers began to go for other companies that could produce luxury cars without hyping the costs. The interest from customers also shifted from luxurious motors to more emphasis on the size of the vehicles, the price, style, and design choices as well. Thus, this essay will focus on assessing how BMW has steadily adapted to the changing needs of the customers to ensure they keep up with the constant competition.

The Segmentation of buyers and how it benefits BMW

The company has constantly segregated the market successfully by focusing much on the consumer base which is mainly directed by the behavioral patterns, geography distribution, the population, and physiography as well. By considering the behavioral patterns in the process of market segregation, the company is keen on ensuring they get feedback from their consumers to see how the products are being received in the market. They are major events such as Bimmerfest which mainly bring the company's consumers together to celebrate their loyalty as well as offer their genuine reviews to the company.

The company directs much focus on the demography by making sure that they integrate the technology trends into their vehicles which ideally blends with the luxury to suffice the needs of the customers. For example, the development of the X series of the BMW has been an ideal way of attracting the upper liberals consumer bases (Bhasin, 2017). In terms of the geography considerations, the company focuses on expanding the presence of the company's products to cover as many countries as possible. BMW cars can now be found in countries such as Philippines, China, India, and Thailand.

In respect to the environment, the company is seeking to make sure that the car products do not harm the environment in any way. In the process, also, the environment in which the customers are located also matters. Many innovation that take into account the engineering and technology trends have been manifested in BMW vehicles. For example, BMW cars now have automatic transmission, anti-braking systems and parking, cruise control, and high ground clearance as well to make sure that the vehicles being driven fit the environment in which they being driven in.

The sales have increased massively since the adjustment began being implemented in the BMW new models. The trust has greatly increased among the customers as the luxury has been incorporated with the quality of the vehicles. In every segment of innovation and manufacture, there are specific teams that specifically ensure that their process of development, research, operation, and control supply has the customer's interests at heart. The teams ensure that each segment is managed at its best so that the final product can be customer-friendly.

Marketing Segment as well as Possible Development

Since the company was founded, the aim has been to manufacture and develop cars that are unique and a driving experiment that cannot be compared or unincorporated in other cars. Nowadays, owning a BMW cars insinuates possessing a machine that is not only technically engineered by also one with unique quality, efficiency, and luxury as well. The sales policy of the company is primarily related to each car model, but all models are united by essential attributes that include design, technology, exclusivity and performance (Bhasin 2017). Traditionally, BMW used to pursue businessmen who were popular and affluent. Nevertheless, the changing nature of the industry demanded that the business had to change its intended market approach, contributing to diverse divisions such as new mainstream, upper leftists, upper conservatives and post-moderns.

The upper class made of liberals are rich people who are well established and have a lot of wealth that can afford them luxury cars such as those produced by the BMW company. According to Pandya (2016), it is the demand from this class of customers that motivated the redesigning of the model 7 series so that it became the most luxurious car even made by the BMW Company. There was an addition of more electronic equipment I the car such as the control of lights, the windows, and seats among other luxury adjustments. As a result, the company achieved the company that the customers were looking for as the competition with other companies such as Mercedes and Jaguar heightened.

The modern mainstream segment was meant to suffice the needs of people who had families and were wishing to use comparatively lower capital to acquire a BMW vehicle for the family. Through the models such as XI SUV and 'I' series were meant to suffice people who are not willing to overspend on cars. It has both the luxury and sports designs despite operating within the budgets for people who are not willing to spend a lot of cash on cars.

The future segment consists of high-income people who enjoy using their sleek vehicles to draw attention. BMW launched roadsters and convertibles to cater to the needs of the latter segment. As a flashier version of the high-end 7 series, the 6 series was also launched to address the group.

In order to satisfy the demands of a sector that primarily achieved its popularity at the turn of the 21st century, the upper liberal division was launched. The new segment consisted mostly of young children and was also interested in numerous athletic events such as hiking, golfing, and biking. BMW introduced the X series on the basis of the particular needs of the segment (Pandya 2016). The X series are high-performance luxury SUVs that perfectly appeal to upper liberals' active lifestyle, giving their growing families more rooms.

The marketing strategies for the company have also played an integral role in the development and success over the years. Nonetheless, as with other companies and endeavors, there is always that room for improvements. For example, they can focus more on female clients by manufacturing cars that meet their general needs. Moreover, by establishing adequate alliances with global bodies, the company can be able to put up a spirited competition that could be hard for them to keep up.

Why BMW tagline should be Kept

The BMW Company operates under the tagline 'the ultimate driving machine' which already notifies the customers of what to expect when they purchase BMW cars. The tagline has been integral in ensuring that the uniqueness of the brand is not lost despite the changes that have taken place over time. It has created the position that the company finds itself in today, a

position that other car manufacturers can only covet. It has become an integral marketing tool that has been used by many clients to define the company's products.

Lastly, BMW is arguably one of the most successfully car manufacturers off all time. Not only is the company focused on manufacturing vehicles that keep up the technology and engineering trends, but also those that encapsulate all the client's needs in one machine. Many factors can be credited for the brands success. The team which is segmented to focus on specific aspects of car production work in harmony to ensure seamless manufacture of authentic products that offers all clients what they want and deserve. Despite the completion from luxury car manufactures such as Jaguar and Mercedes, the company has become better. The rivals can only admire the position that BMW is in today. Nonetheless, there is still much to improve if the company is to remain competitive in the car manufacturing industry.

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