

Marketing plan and Strategy for the Relaunch of Massey Fergusson's Forage Harvester



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MARKETING PLAN AND STRATEGY FOR THE RELAUNCH OF MASSEY FERGUSSON'S FORAGE HARVESTER



GRIN Verlag Feb 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Project Report from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Bedfordshire, course: MSc Finance & Business Management, language: English, abstract: We are planning to re-launch Massey Ferguson's Forage Harvester with the self propelled features called Self-Propelled Forage Harvester. The model name will change from MF FORTIA to SP FORTIA. The reason behind the re-launching is that the Self-Propelled Harvester used extensively for the harvesting of forage maize which is used as complement grass silage for the feeding of livestock in winter. And as we are aware of the fact that the Forage maize grown 100,000 hectares annually mainly in the south region of UK. Last year, the sale for Self-Propelled Harvester was 150 units and this year unit sales exceed this number. And in future it is expected to increase with more intensity. So in order to grab this opportunity, we need to have harvester in this category (Self-Propelled) and specially to be introduced in the South Regions of UK which are South East of England and South West of England. So this report focuses primarily on the Re-launch of Massey Ferguson's Self-Propelled Harvester in UK (especially in Southern Region). The marketing strategy which will be used is Focus Cost1. The reason adopting this strategy is that Massey Ferguson is new in this category (Self-Propelled) so in order to penetrate in this market, we need to emphasize more on increasing market share so the only way to do this is to concrete more on Sales bracket not on profit. The primary marketing objective is to aim for 10% market share in Self-Propelled Harvester...



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