



6 – SALES & MARKETING - A S.W.O.T analysis for Hybrid cars

Marketing Director (Lawrence): Thank you for being here today as we need **to conduct a swot analysis** of our **brand** and next concepts. Shall we start with the **strengths**?

Marketing Manager (Brigitt): Our first strength is our product. We offer **high-end** and **innovative** camping-cars. Our **end-users** can drive an **environmental-friendly** vehicle without giving up on performance and style.

Marketing Communication Manager (Clarissa): Yes, absolutely. Our camping cars look smarter, and allow **cost savings** up to 20% more than **the competition**. They are easy and fun to drive.

Marketing Director (Lawrence): Ok then, what else?

Marketing Manager (Brigitt): Our technological advance is an additional **strength**. Our **researchers** have developed innovative batteries with record power supply over a distance of 200 miles. We are 50 miles ahead of our competitors **on average** in the same product category,

Marketing Communication Manager (Clarissa): However, **as far as** other sports cars categories **are concerned**, we cannot offer as much travel range as they do. Technological developments in our **market segment** have not come yet to full maturity. It should be **another two years coming...**

Marketing Director (Lawrence): Well, I see. This travel issue is a weakness to recruiting **mainstream** end-users but could also provide for the next **opportunities**, on condition that our **R&D department** can **come up with** a leading **technological advance** within one year from now...Ok, let's move on! Last but not least what about the next **threats** we should expect?

Marketing Manager (Brigitt): Well, a federal electric cars **incentive** bill is being debated at the moment, which should massively **subsidize** mainstream **car manufacturers**, if voted. The whole sector could just **change tacks** in less than a yearThose manufacturers would then jump on the **bandwagon** as further competitors.

Marketing Director (Lawrence): We urgently need to improve our **customer loyalty program** and use other **strategic levers** to avoid **customers' leakage** to the competition.

Marketing Communication Manager (Clarissa): We must **strengthen** our **distribution channels**, and increase visibility with targeted **advertising campaigns** to young drivers, urban executives, but also address the urban seniors' population. We need **to rock the place!**

a SWOT Analysis (n.): (Abbr. for **S**trengths, **W**eaknesses, **O**pportunities, **T**hreats)

a brand (n.): une marque

a weakness (n.): faiblesse

an opportunity (n. pl.): une opportunité

a threat (n. pl.): une menace

a sector (n.): un secteur

a customer loyalty program (n.): un programme de fidélisation du client

an advertising campaign (n.): une campagne publicitaire

a car manufacturer (n.): un équipementier, constructeur automobile

a vehicle (n.): un véhicule

a strategic lever (n.): des leviers stratégiques technological advance

an incentive (n.): motivation, encouragement, prime

an executive(n.): un personnel cadre

the customers' leakage (n.): la fuite des clients

the end-users (n.): les utilisateurs finaux

the competition (n.): la concurrence

the maturity (n.): maturité

the range (n.): la gamme, la portée

the juniors (n.): les jeunes travailleurs

the seniors (n.pl): les travailleurs expérimentés

the technological advance (n.): l'avance technologique

to conduct (v.): mener, diriger

to market (v.): commercialiser

t

o strengthen (v.): renforcer

to recruit (v.): recruter

to subsidize (v.): subventionner

to target (v.): viser, cibler

to change tacks (v.): changer de tactique

to jump on the bandwagon (v.): prendre le train en marche, suivre la parade

to rock the place (v.): mettre le feu, dépoter

to provide (for) (v.): fournir, procurer

to come up with (v.): découvrir

to increase – to decrease(v.): augmenter, diminuer

innovative (adj.): innovant

cost saving (adj.): des économies

high (er)-end (adj.): Haut de gamme

mainstream (adj.): courant

environmental-friendly (adj.): respectueux de



HYPNO**LANGUE**
Learn english faster & easier

Marketing Director (Lawrence): We sure will! That'll be all for now ladies and gents...

Thanks for your ideas and time; we are having another **briefing in two weeks' time. I'll see you around** anyway...
So long then!

l'environnement

up to (loc.) : jusqu'à (ordre de grandeur)

on condition that (exp.): à condition

It should be another two years coming...(loc.)

Cela devrait prendre encore deux ans, il faudra attendre deux ans pour ...

I'll see you around (loc.): "à très bientôt"! "Au revoir"!

in two weeks' time (loc.): dans deux semaines

so long! (exp.): A bientôt!