



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.

a SWOT Analysis (n.): (Abbr. for **Strengths, Weaknesses, Opportunities, Threats**)

a brand (n.)

a weakness (n.)

an opportunity (n. pl.)

a threat (n. pl.)

a sector (n.)

a customer loyalty program (n.)

an advertising campaign (n.)

a car manufacturer (n.)

a vehicle (n.)

a strategic lever (n.)

an incentive (n.)

an executive(n.)

the customers' leakage (n.)

the end-users (n.)

the competition (n.)

the maturity (n.)

the range (n.)

the juniors (n.)

the seniors (n.pl)

the technological advance (n.)

to conduct (v.)

to market (v.)

to strenghten (v.)

to recruit (v.)

to subsidize (v.)

to target (v.)

to change tacks (v.)



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!**

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!**

to jump on the bandwagon (v.) t

o rock the place (v.)

to provide (for) (v.)

to come up with (v.)

to increase – to decrease(v.)

innovative (adj.)

cost saving (adj.)

high (er)-end (adj.)

mainstream (adj.)

environmental-friendly (adj.)

up to (loc.)

on condition that (exp.)

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

I'll see you around (loc.)

in two weeks' time (loc.)

so long! (exp.)