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- Was founded in 1916 as an aircraft engine manufacturer.
- Internationally respected company with \$106 billion in sales.

Case Study: BMW's Segmentation Strategy Published on June 19, ... That truly knowing who you're targeting with marketing efforts, whether it's promotion work, or the product itself, is important ...

Customer Relationship Marketing tools can be the best way to interact more effectively with your customers, and improve your services or products. However, in the case of a company such as BMW, CRM can also provide assistance with clever product promotions and in creating an aura of exclusivity for the brand.

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The story. BMW Group, owner of the BMW, Mini and Rolls-Royce brands, has been based in Munich since its founding in 1916. But

by 2011, only 17 per cent of the cars it sold were bought in Germany.

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Segmentation, targeting, positioning in the Marketing strategy of BMW . The luxury car manufacturer segments its offerings on the basis of demographics, psychographics & Behavioural factors.. A typical customer of BMW is the one in the mid age (35-50), is ex-

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In this case study, BMW is seen in the maturity stage of the industry life cycle. Although BMW's growth was stagnant, its huge market share and brand identity allowed for standardization of products like the 1,3,5,7 series in mature and developing markets.

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Marketing Mix of BMW analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the BMW marketing strategy. As of 2020, there are several marketing strategies like product/service innovation, marketing investment, customer experience etc. which have helped the brand grow.

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