

Group 1

MERCEDES BENZ

History and strategy



HISTORY



19th century

Began at the end of the 19th century and it is associated with 2 great names: Karl Benz and Gottlieb Daimler

Decade of the 20's

Economic crisis, this situation forced them to merge. The brand's popular logo also originated at this time

1936

The 260 D arrived, the first diesel-powered passenger car, a real breakthrough

1939

Came the war. Final balance: loss of 90% of its facilities. The brand decided to maintain its commitment to luxury and high performance cars. They carried out a powerful strategy: **they convinced 3 great Formula 1** drivers of the time to join their ranks. The idea worked.

HISTORY



FROM THIS DECADE

Stand out the first S-class and G-class models, and the C, E and the M-class models.

1998

The development of the brand was stable and constant. In 1998, Mercedes-Benz and Chrysler merged, becoming the 3rd largest automobile group in the world.

THE FIRST DECADE OF THE 21ST CENTURY

Mercedes-Benz signed an agreement with Renault. The objective: to share developments and technologies.

what about today?



MERCEDES-BENZ VISION & MISSION

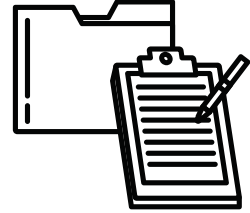
MISSION

"Every call is a challenge. Every task is a chance to grow. Our vision is to become the world's most renowned center for customer service in the automotive sector. To meet our goal we are doing everything to create the best environment for skilled people from all over the world. Because only the best people can provide the best customer service. Ultimately it's that simple: we want to delight and satisfy our customers and partners."

VISION

"Astorg Auto of Charleston holds a responsibility to foster an environment which empowers employees, promotes innovation, relationships, and growth. We will continuously strive to inspire consumer confidence by supplying a transparent atmosphere and offering a premium automobile product with individualized customer care."

STRATEGIES



DIFFERENTIATION STRATEGY

- ⇒ Focused on a **certain group** of customers
- ⇒ Their cars are **better** than others because they have features that others do not have



MARKETING STRATEGY

At first, it was focused on **security**, **luxury** and **precision engineering** of its cars. Nowadays is more **lifestyle oriented** and focused on presenting the more fun, approachable and energetic side of the firm.



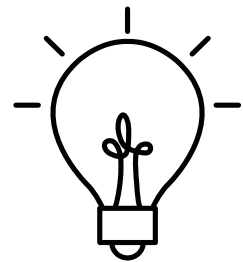
- invests a large amount of money in **advertising** campaigns to expand its product
- offers more **competitive prices**
- **increase communications** with its target market
- continue with its **excellent customer service**

STRATEGIES



POSITIONING STRATEGY

Consists of creating a **reputation** for the brand through a long career of maintaining its name among **one of the best brands** in the automotive world



NEW STRATEGY 2020

Consists in **leveraging** their **strengths** as a **luxury brand** to increase economic value and improve the range and positioning of its product portfolio.

They unleashed the full potential of their exclusive sub-brands (AMG, Maybach, G and EQ).

It's designed to avoid non-core activities and focus on winning where it matters: new electric vehicles and own software.

"Grow up" (2017) ⇒ a **campaign** launched for **young people who become adults** and could buy its own Mercedes



- ⇒ **Think** and **act** like a luxury brand
- ⇒ Focus on **profitable growth**
- ⇒ **Expand** customer base through growth of sub-brands
- ⇒ **Customer relationships** and increase recurring revenue
- ⇒ Be leaders in **electric** mobility
- ⇒ **Costs reduction**

MEET THE TEAM



**MÓNICA
CARRIÓN**



**GIORGIA
CERBARA**



**ANGELA MICHELLE
CRUZ**



**MARIA DEL MAR
CAMBIL**



**NESTOR
SUAREZ**



THANK YOU!!!