



Goodyear

Market Strategic Analysis
Thecastolutions.com





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Introduction
Company Overview
Business Model



STP

- **Segmentation:** Automotive industries
- **Targeting:** Heavy duty vehicles, racing cars, passenger cars, fleet, industrial equipment
- **Positioning:** Goodyear product quality reinforced over decades with continual improvement

Goodyear

- **Category**
- **Sector**
- **Slogan**
- **USP**



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