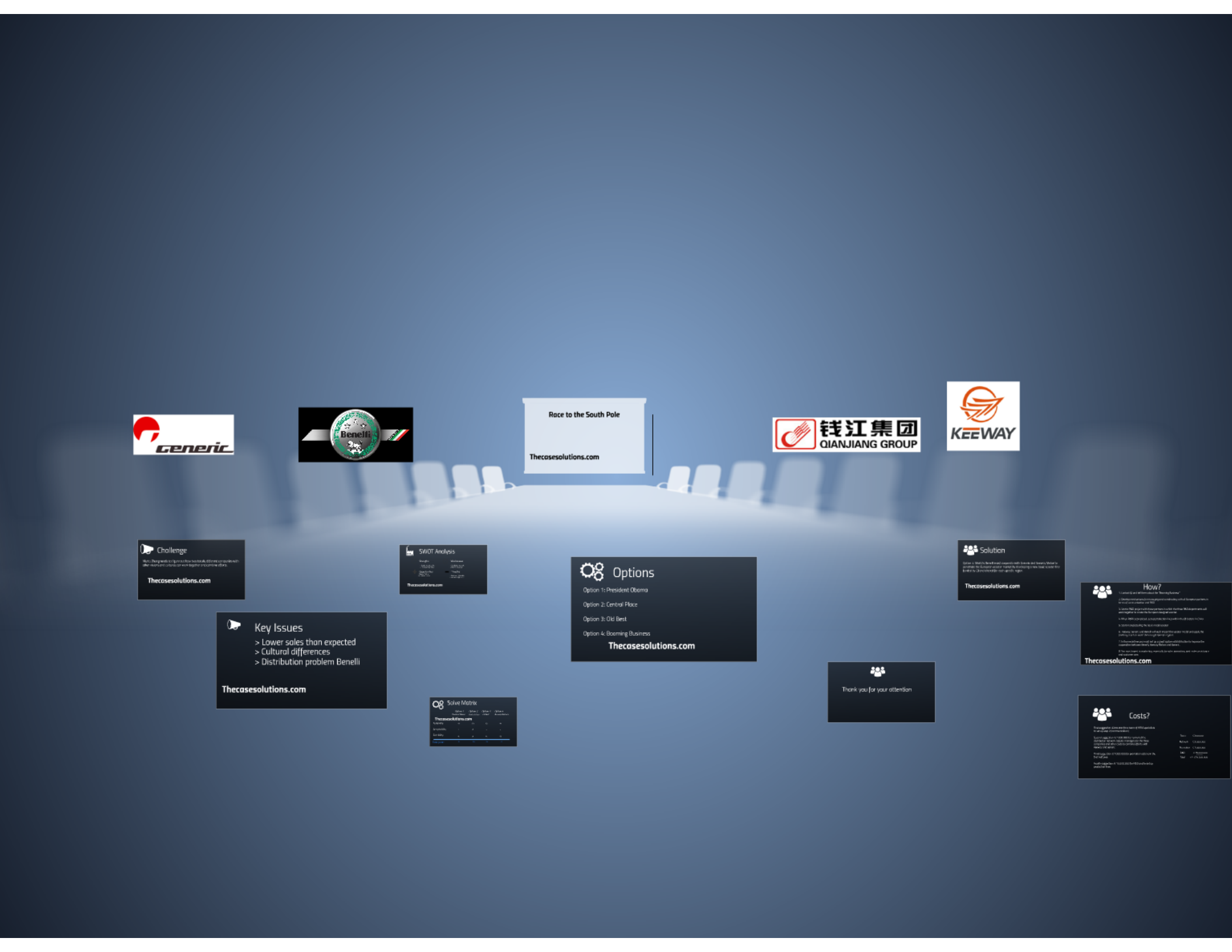
generic
Benelli
Race to the South Pole
Thecasesolutions.com
钱江集团
QIANJIANG GROUP
KEEWAY
Challenge
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SWOT Analysis
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Options
Option 1: President Obama
Option 2: Central Place
Option 3: Old Best
Option 4: Booming Business
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Solution
Thecasesolutions.com
How?
Thecasesolutions.com
Key Issues
> Lower sales than expected
> Cultural differences
> Distribution problem Benelli
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Solve Matrix
Thecasesolutions.com
Thank you for your attention
Costs?

Race to the South Pole

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Challenge

Marta Zhang needs to figure out how two totally different companies with other visions and cultures can work together and combine efforts.

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Key Issues

> Lower sales than expected
> Cultural differences
> Distribution problem Benelli

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SWOT Analysis

Strengths

- Sports image(quality)
- Low costs(quantity)

Weaknesses

- Distribution network
- Market knowledge

Opportunities

- Scooter market
- Customer service

Threaths

- Japanese competitors
- Company differences

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Options

Option 1: President Obama

Option 2: Central Place

Option 3: Old Best

Option 4: Booming Business

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Solve Matrix

	Option 1 *President Obama*	Option 2 *Central Place*	Option 3 *Old Best*	Option 4 *Booming Business*
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Suitability	11	13	12	19
Acceptability	7	8	6	6
Feasibility	10	8	10	12
Total points	28	29	28	37

Solution

Option 4: Marta's Benelli must cooperate with Generic and Keeway Motor to penetrate the European scooter market by developing a new basic scooter line funded by QJ and altered for each specific region.

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How?

1. Contact QJ and tell them about the "Booming Business"

2. Develop mechanisms for managing and coordinating with all European partners in terms of communication and R&D

3. Start a R&D project with these partners in which the three R&D departments will work together to create the European designed scooter.

4. When R&D is completed, set up production lines within the QJ factory in China

5. Start manufacturing the basic model scooter

6. Keeway, Generic and Benelli will each import the scooter model and apply the finishing touch to make them target specific regions.

7. In the meantime you must set up a great system of distribution to improve the cooperation between Benelli, Keeway Motors and Generic.

8. You must invest in marketing, especially for sales promotion, post-sales assistance and customer care.

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