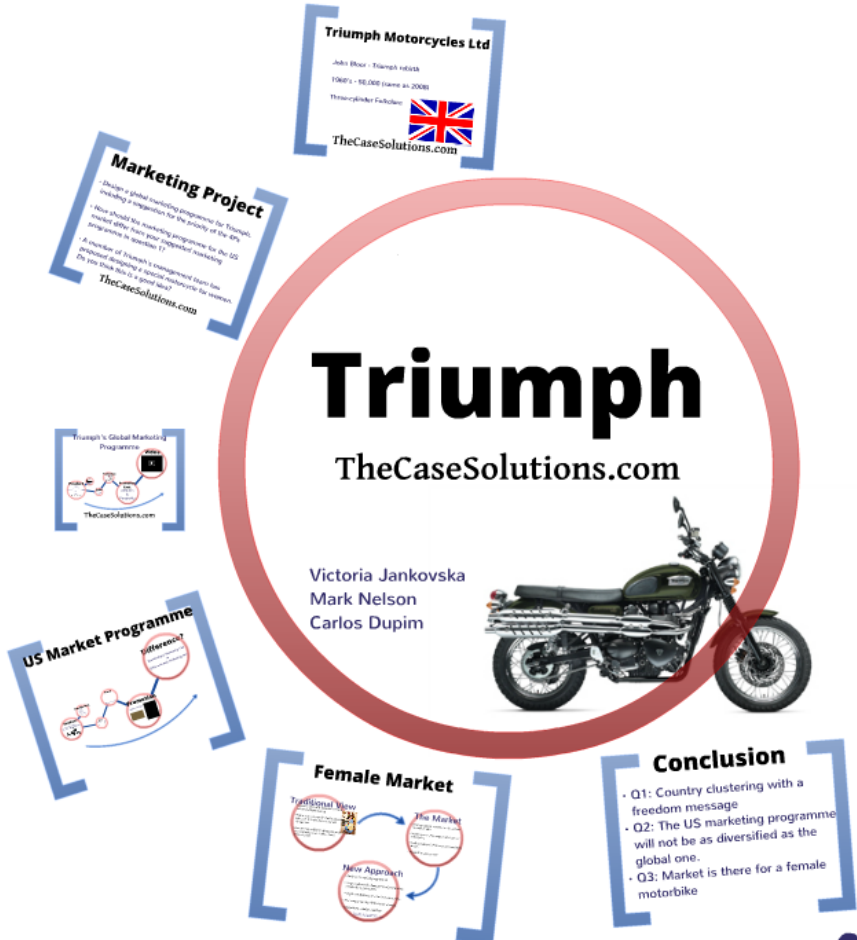


Thank You!



Any Questions?

Marketing Project

Develop a global marketing programme for Triumph,
Offering a suggestion for the priority of the 4Ps
Would the marketing programme for the US
Differ from your suggested marketing
programme in question 1?

Triumph's management team has
been designing a special motorcycle for women.
Is this a good idea?

TheCaseSolutions.com

Global Marketing
Programme



TheCaseSolutions.com

Programme



Triumph

TheCaseSolutions.com

Victoria Jankovska
Mark Nelson
Carlos Dupim



Conclusion

Triumph Motorcycles Ltd

John Bloor - Triumph rebirth

1960's - 50,000 (same as 2008)

Three-cylinder Folklore



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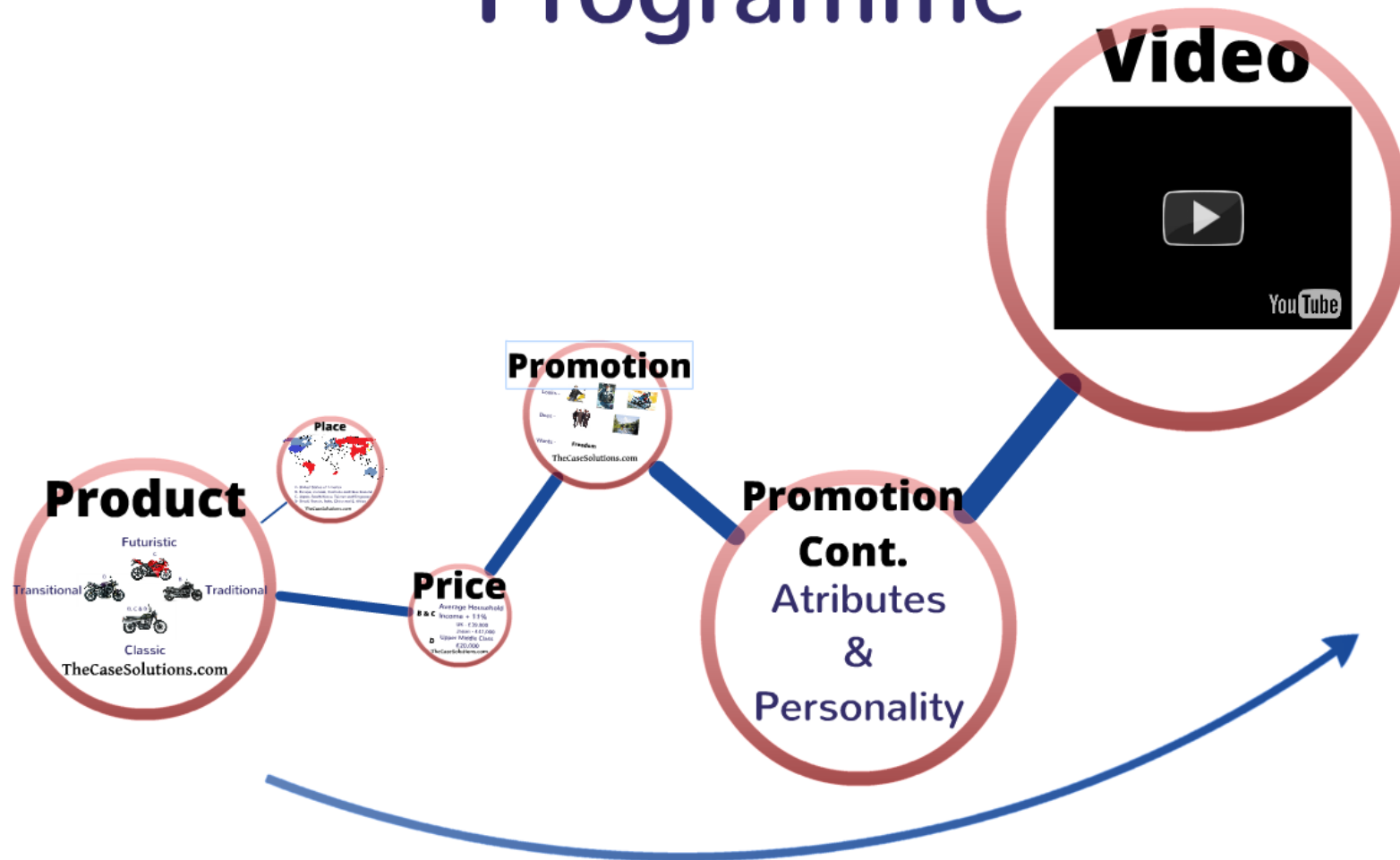
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Marketing Project

- Design a global marketing programme for Triumph, including a suggestion for the priority of the 4Ps
- How should the marketing programme for the US market differ from your suggested marketing programme in question 1?
- A member of Triumph's management team has proposed designing a special motorcycle for women. Do you think this is a good idea?

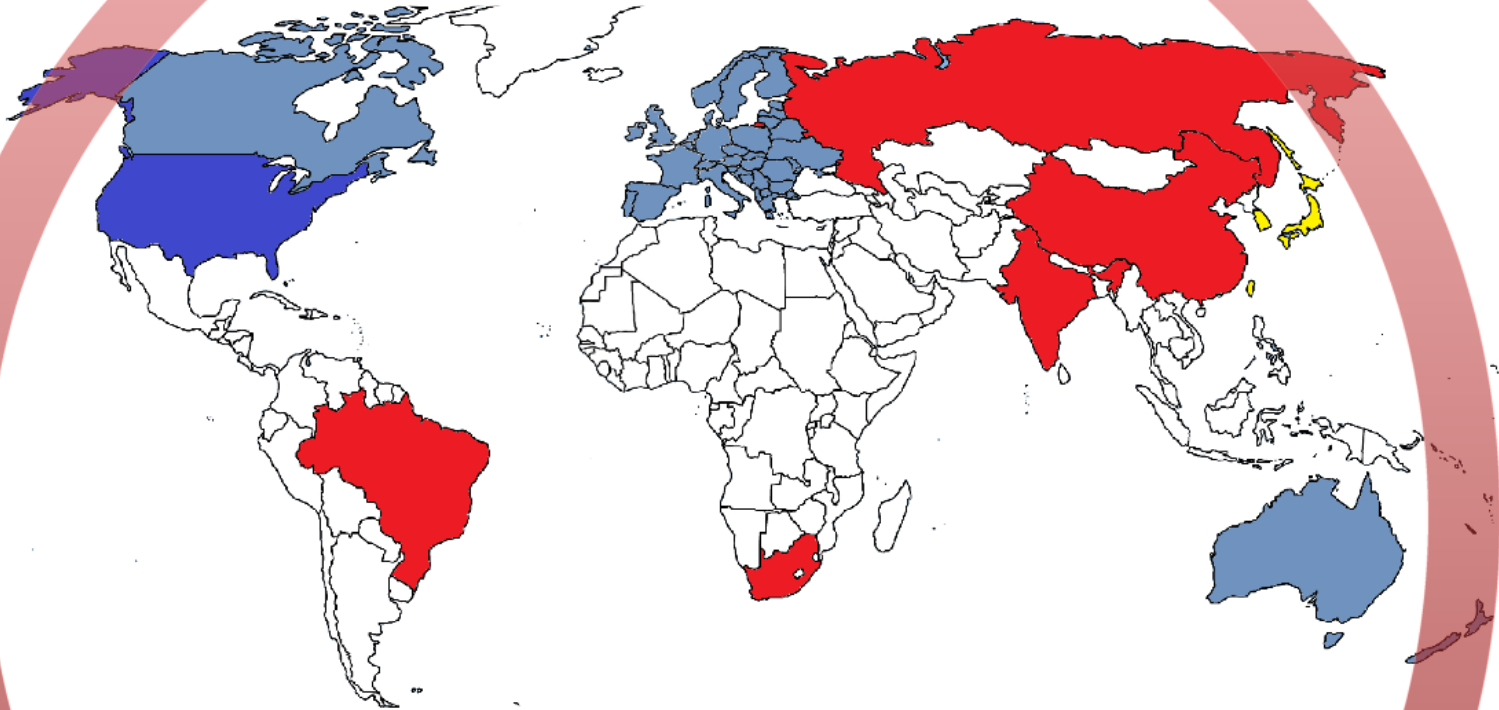
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Triumph's Global Marketing Programme



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Place



A- United States of America

B- Europe, Canada, Australia and New Zealand

C- Japan, South Korea, Taiwan and Singapore

D- Brazil, Russia, India, China and S. Africa

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Product



A- United States
B- Europe, Canada
C- Japan, South Korea
D- Brazil, Russia
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Futuristic



Transitional

Traditional



Classic

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Price

B & C

Average Household
Income + 11%

UK - £39,000

Japan - £41,000

D

Upper Middle Class

£20,000

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Promotion

Looks -



Does -



Wants -

Freedom

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