



PORSCHE CANADA Harvard Case Solution & Analysis
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Problems & Opportunities

Problem

- Misconceptions between Porsche owners and winter driving leading to an imbalance for the company

Opportunity

- Increase sales of winter equipment
- Altering the winter driving behavior.

Recommendation

- Introduce the winter driving program for current and prospective Porsche owners
- Combination of microsite emails, direct mailing & winter driving brochures
- Pull strategy

Expected Results

- 15% = 2.2M
- 30% = 4.9M
- 40% = 6.8M

Decision Criteria

1. Change Canadian winter driving behavior and perspectives to reflect the ability of the cars
2. Increase immediate revenue in a sustainable way for long term growth
3. Consistent brand image and messaging

Rationale of Recommendation

- Consumer demographics
- Branding
- Education & Communication

Implementation Plan

Product - Basic and Performance session

Place - Implemented nationwide

Price - Free of charge for the first two years

Promotion - Microsite, brochures, direct mail & media publicity

Exhibit D: Sample Event Itinerary

Time	Basic Session 1	Performance Session 1	Basic Session 2	Performance Session 2	Basic Session 3	Performance Session 3
10:00AM	Classroom Instruction	Classroom Instruction				
11:00AM	Track Practice	Track Practice	Classroom Instruction	Classroom Instruction		
12:00PM	Reception	Reception	Track Practice	Track Practice	Classroom Instruction	Classroom Instruction
1:00PM			Reception	Reception	Track Practice	Track Practice
2:00PM					Reception	Reception

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