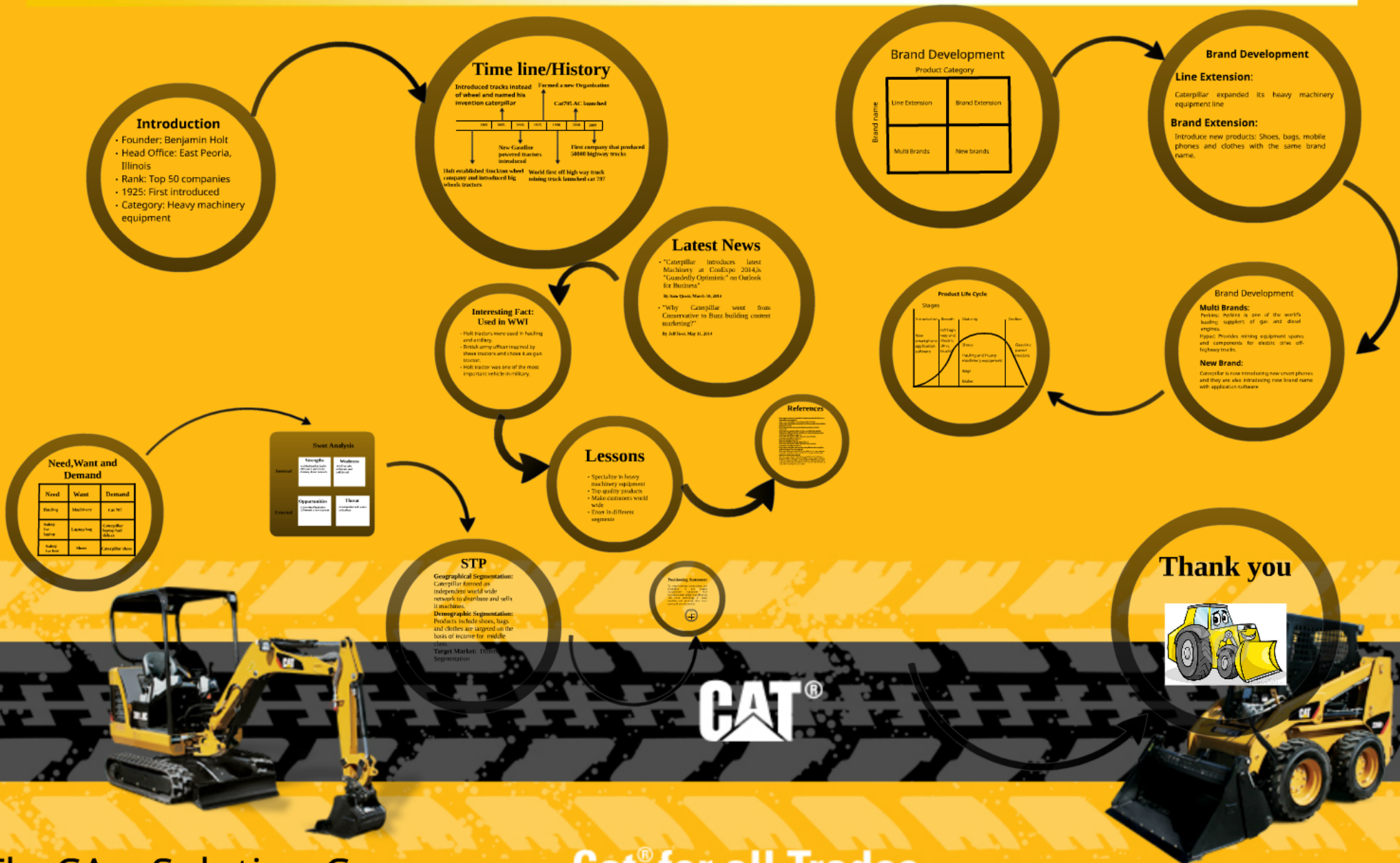
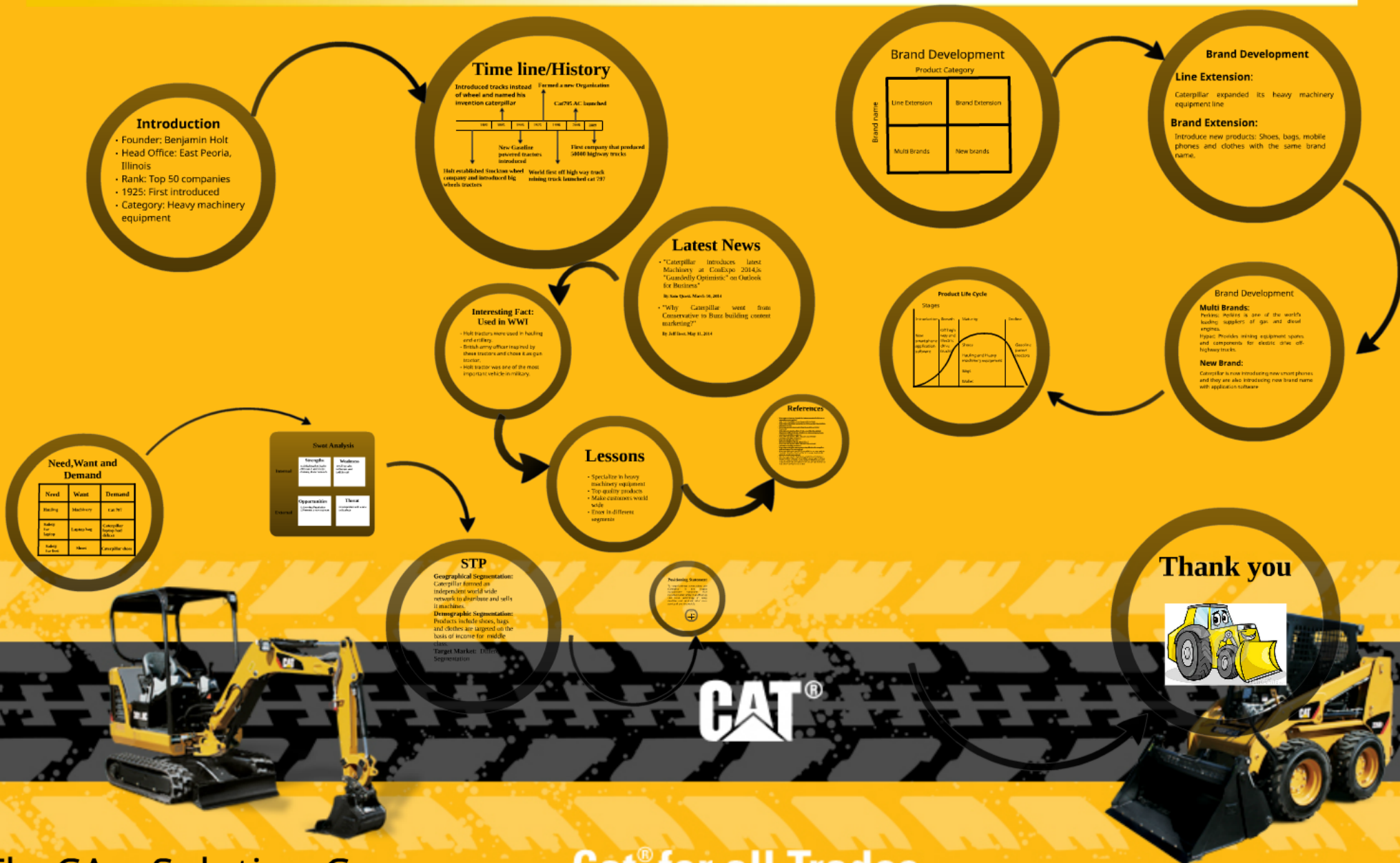


Presenter: Omer Rashid CH



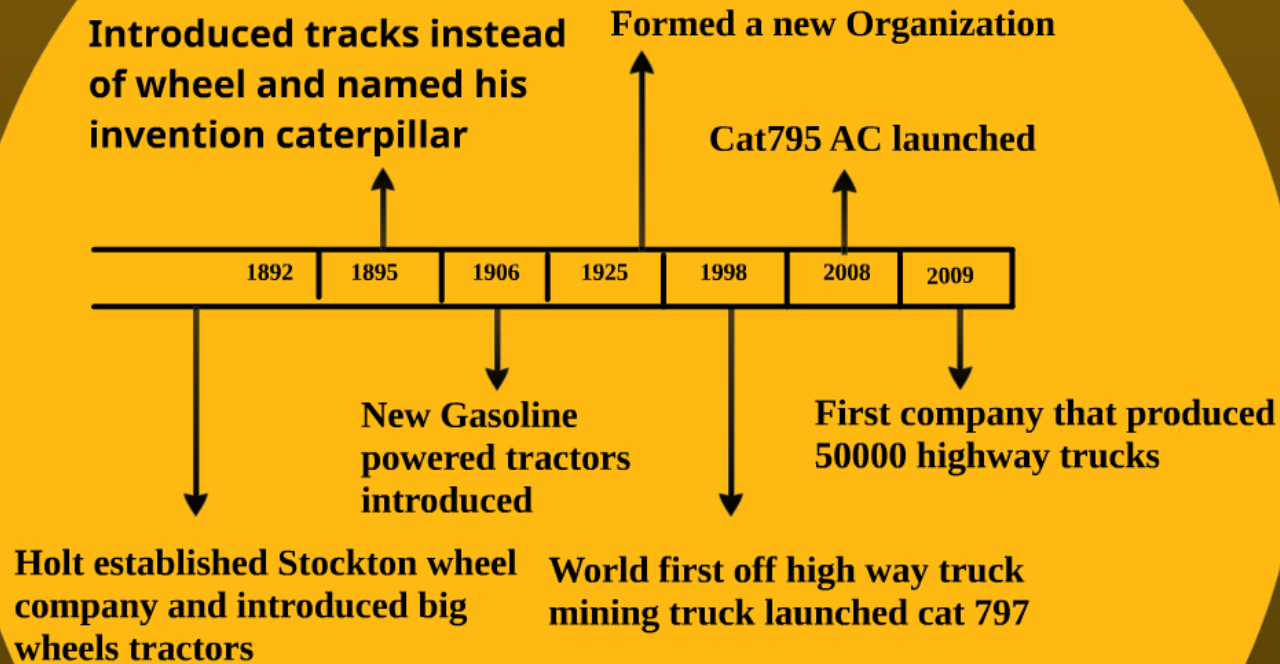
Presenter: Omer Rashid CH



Introduction

- Founder: Benjamin Holt
- Head Office: East Peoria, Illinois
- Rank: Top 50 companies
- 1925: First introduced
- Category: Heavy machinery equipment

Time line/History



Lates

- "Caterpillar in Machinery at

Need, Want and Demand

Need	Want	Demand
Hauling	Machinery	Cat 797
Safety for laptop	Laptop bag	Caterpillar laptop bad deluxe
Safety for feet	Shoes	Caterpillar shoes

Swot Analysis

Internal

Strengths

- 1.Global market leader
- 2.Research and design
- 3.Strong dealer network

Weakness

- 1.Falling sales in Europe and middle east

External

Opportunities

- 1.Growing Population
- 2.Promote a new segment

Threat

- 1.Competitor with a new technology

STP

Geographical Segmentation:

Caterpillar formed an independent world wide network to distribute and sells it machines.

Demographic Segmentation:

Products include shoes, bags and clothes are targeted on the basis of income for middle class.

Target Market: Differentiated Segmentation

Positioning Statement

To (large business constructors) our (Caterpillar) is (the largest manufacturer equipment) that (provides better safety, fuel efficiency and latest technology in every machine and excellent after sales service all over the world).

