

Objective 1: Increase Sales and Market Share

Strategies:

1. Targeted Marketing: Create specific campaigns to attract new customers.
2. Digital Marketing Expansion: Utilize social media and online ads to reach more customers.
3. Local Partnerships: Collaborate with businesses to expand customer reach.

Tactics:

1. Research Customers: Understand customer demographics and preferences.
2. Compelling Marketing: Highlight the unique features of BMW vehicles.
3. Lead Generation: Offer test drives and exclusive promotions.

Objective 2: Improve Customer Satisfaction and Loyalty

Strategies:

1. Exceptional Customer Service: Ensure a great buying experience and post-sales support.
2. Customer Feedback: Gather insights for improvement.
3. Loyalty Programs: Provide incentives for repeat business and referrals.

Tactics:

1. Knowledgeable Sales Staff: Train employees to be well-informed about BMW vehicles.
2. Customer Relationship Management (CRM): Track customer interactions and preferences.
3. Personalized Services: Offer customization and exclusive events for loyal customers.

Objective 3: Increase Electric Vehicle (EV) Sales

Strategies:

1. Educate Customers: Promote the benefits of BMW EVs.
2. Charging Station Installation: Showcase commitment to EV infrastructure.
3. Collaborate for Incentives: Partner with local entities for subsidies.

Tactics:

1. Informative Materials: Provide details on charging options and cost savings.

- 2. Test Drives and Events: Allow customers to experience EVs firsthand.
- 3. Partnerships: Offer incentives for EV owners through local businesses.

Objective 4: Improve Operational Efficiency

Strategies:

- 1. Streamline Processes: Enhance internal efficiency.
- 2. Inventory Management: Optimize inventory to meet demand.
- 3. Employee Training: Invest in skill development.

Tactics:

- 1. Process Evaluation: Identify areas for improvement.
- 2. Automation and Digital Tools: Utilize technology to streamline tasks.
- 3. Ongoing Training: Provide regular training programs.

Objective 5: Enhance Online Presence and Increase Online Sales

Strategies:

- 1. User-Friendly Website: Create a website with comprehensive information.
- 2. Digital Marketing: Drive traffic through online marketing.
- 3. Online Purchase Options: Enable online reservations and purchases.

Tactics:

- 1. Search Engine Optimization: Improve online visibility.
- 2. Engaging Content: Create compelling content to build credibility.
- 3. Real-Time Support: Offer instant assistance through chat and messaging.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> 1. Strong Brand Reputation 2. Diverse Product Portfolio 3. Excellent Customer Service 4. Skilled Workforce 	<ul style="list-style-type: none"> 1. Brand Perception Dependency 2. High Costs 3. Limited Target Market