



TEAM HERA

MARKETING PLAN

MKT201B: Principles of Marketing

Fall 2019

Victoria Brick, VP of Sales

Rachel Coffee, VP of Finance

Amanda Popovski, VP of Production

Emma Scheidel, VP of Marketing

Executive Summary

Due to the increase in technology and the growing empowerment of the female financial decision-maker in the Macro-Environment, there is an Opportunity for vehicles specifically targeted towards women. HERA has taken this opportunity to deliver value to our Consumers. HERA, the Organization, is aware of the Threats we face, such as industry competitors with a wider target market, but we are also confident that our Strengths in powerful branding and very specific and well-developed target markets will create brand loyalty that can make up for this threat. We are aware of our Weakness of female-only marketing and our Competitors of BMW, Mercedes-Benz, and the other ZOOM teams. We are guided by our Mission Statement: *We seek to empower women by making mobility fun, and strive to grow our business with the values of empowerment, inspiration, and accessibility.* We are Valuable because HERA offers higher-quality vehicles for a higher price which is based on our commitment to cutting-edge innovation and donating to progressive charities that value female empowerment. We are guided by our Positioning Statement: *To the modern woman who desires a stylish, reliable, and hassle-free vehicle, HERA provides a high-quality car via low prices and reliable satisfaction of desires in a more female-focused way than Mercedes-Benz, BMW, The Marketing Buffalo, DominAuto, V6, Buffalo Marketing Mafia or SBSC.* We are Unique because we know that customers want high quality vehicles, and our specialization in operational investments is a unique feature of our company. We manage our marketing mix of Product, Packaging, Place, Price, Positioning and Promotion as we can. Our Goals are to advance the company through KPIs and we have Control mechanisms in place to take corrective action when KPIs indicate such action is necessary.

HERA's Mission Statement

HERA seeks to empower women by making mobility fun. We strive to grow our business with the same values we started it with- empowerment, inspiration, and accessibility.

Situational Analysis of the Macroenvironment

A. Opportunities

HERA's main opportunities include our focus on technological advances. We've invested over the years in operational investments to fully equip each car with the latest technology to make our cars smarter and safer. Our research and development team works diligently to create new innovations, enabling us to charge a higher price for the cutting edge technology of our vehicles. Our opportunities also include investing in production robotics- this significantly reduces labor expenses for the company.

	Positive	Negative
Internal Environment	Strengths Positive attributes internal to the organisation/team/project that are within its control.	Weaknesses Internal factors within an organisation/team/project's control that may reduce its ability to meet objectives.
External Environment	Opportunities External factors that the organisation/team or project should (or could) develop.	Threats External factors beyond the organisation/team's control that could place the project or organisation at risk.

Another opportunity is the society-wide growth of financial empowerment in our target markets. This opportunity is especially vital to our marketing team- as women (especially young women) become more autonomous and make more and more decisions independent of their family or spouse, they will begin to appreciate more advertisements that they feel reflect their values. HERA's brand transparency seems to strike a chord with this type of consumer.

B. Threats

HERA's main threats are the five other companies in the market who are producing similar vehicles. It's possible that they can implement new technologies before we do, and that their revenues will drive their production robotics investments further than ours.

Another possible threat is the rise of ride-sharing companies like Uber and Lyft. In a ride-sharing economy, it's possible that consumers are less likely to purchase personal vehicles, but only time will tell. HERA is still confident that our brand sells and sells well.

C. Forces at work

1. Demographic

Demographic factors like age, gender, education, income and experience have a considerable impact on business performance. The more specific the target market, the better advertisements perform and turn interest into revenue, which is why HERA has a strong image of our target market. We mainly focus on advertising to women between the ages of 18 and 35, and we have auxiliary market segments for women between the ages of 35 and 65. We target women who see themselves as strong, independent, smart, and responsible, who aim to be the best they can be and spoil themselves for their hard work in the classroom or the boardroom. The education and income levels of our target market varies, but our main target is a college-educated woman with at least 30% of their annual income categorized as disposable income.

2. Economic

How economic conditions shift supply and demand will directly affect any company. This includes economic growth or decline and changes in interest and inflation rates. Economic



factors that may affect our revenue include the national unemployment rate at any given time, the year's inflation rate, and the interest rate on car loans. If the unemployment rate increases, it's possible that our target market will be out of a job, and will turn to a taxi driver before a HERA salesman. The majority of people who purchase cars do so through a loan with the bank- if interest rates rise, the overall price of financing a HERA rises, and we'll likely have less buyers. If inflation occurs, the value of the consumer's money decreases and HERA must raise our prices- again, consumers will likely be hesitant to budget in a new car in times of inflation.

3. Natural

The ecological and environmental aspects that affect a company's operations are consumer demand. This includes access to renewable resources, weather or climate changes, and corporate responsibility initiatives. Many Buffalonians consider the variable climate of our area when purchasing a vehicle. Cars with four-wheel or all-wheel drive would be valued higher in Buffalo's snowy weather than in Miami. Although more costly to our company, equipping our truck model with four-wheel drive and our sedan model with all-wheel drive is our best bet to cater to what consumers want. We can also offer a bundle deal in which snow tires are included with the purchase of any HERA vehicle, which would make our cars more appealing to potential customers.

4. Technological

Technological advances in innovation and development dominate the car industry. This includes automation, technology awareness and adoption rates, and new services or products. If HERA can maintain cutting-edge innovation development, we can charge a higher price.

5. Political

Political forces describe the extent to which a government may influence the economy and thereby impact organizations within a certain industry. This includes government policy, political stability, and trade and tax policy. In surveying our financial reports, our finance team will always take into consideration the changes in government policies that may affect our costs. If the government decided to increase the living wage to \$15.00, HERA would have to raise its budget for employee income which would then raise the cost of production for our cars. This inflation would trickle down to the buyer, and they may be dissatisfied with the product's price. On the other hand, if the government raised the sales tax, customers would look for lower-priced cars to take into account the sales tax they're required to pay. In this case, we would want to offer our cars at a lower price so that they still fit into our consumer's budgets.

6. Cultural

Culture impacts everything in a company. Our company's culture is a reflection of our values and priorities and is important in employee management. National and societal cultures alongside regional cultures will also dictate how our products are marketed, which markets we enter, how we sell our products, and how our products are distributed. HERA's understanding of all of the cultures in which we operate is critical to the creation of a thriving company. If we are to succeed, we must understand the culture in which our target market exists and cater specifically to that culture, while staying up-to-date on controversial topics to possibly weigh in on. We find that our customers have a strong value base around work ethic and self perception, and our advertisements and conversations with consumers, both televisually and in social media, reflect that.

7. Competitive

As a company, we face three competitive forces- the bargaining power of the buyers, the threat of new entrants, and the rivalry among existing companies. The rise of the internet and online shopping has created a massive shift in power between companies and buyers. Buyers are now more connected to reviews and keep an eye on services like CarFax to gauge the quality of a product. Buyers have the potential to back salespeople into a corner with different offers from around the area. The threat of new companies entering the market is also omnipresent- it's possible that their target market is the same as ours and we would become direct competitors, resulting in a loss, either slight or total, of customers. These companies would obviously be in the market for a shorter period of time, making them harder to evaluate. Existing companies can also build off of our advertising and marketing campaigns, but it would be easier to evaluate and counter them based on the familiarity with the competition that is inherent to a solid marketing department.

Marketing Plan Objectives

A. SMART

The goal of HERA is to increase the company's gross profit margin by at least 8% each ZOOM round. Specifically, our goal is to maintain within 10 units of the preferability of each ZOOM factor while still maintaining a 50% or higher profit margin. We hope to reach 75% profits by round nine.

B. Benchmarks to use

1. Industry standards

Each round, the customer's expectation range increases based on the industry standard. We must be cognizant of meeting the customer's expectations while still competing in a growing industry.

2. More successful competitors

Competitors may achieve more success through increasing their gross profit margin more than ours, but they will likely do so through cutting their production costs. This has been found to decrease sales. An increased profit margin is only beneficial when a company is successfully meeting its sales quotas.

Target Market

A. Market Segmentation

1. Geographic Segmentation Bases

We segment our target market based on psychographics and demographics. Our markets are primarily college-educated women between the ages of 18 and 35 whose disposable income is at least 30% of their annual income. These women are primarily based in cities or suburban countryside within 30 miles of a main city.

2. Profiles of Key Segments and Attractiveness of Each

Our target segment for our economy model is a young woman between the ages of 18 and 24 with a long-term planning horizon. She's a late GenZ/early millennial a few years out of

college who is looking for her first car to finance on her own. This segment is attractive because of their newness to the market- we have the potential to convert them into a HERA car owner for life as they transition through the stages of their family life cycle.

Our target segment for our sedan model is a woman between the ages of 25 and 34 who is established in her career and looking to climb the corporate or entrepreneurial ladder. She's a millennial who likely has a serious relationship and is looking to start a family if she has not already done so. This segment is attractive because of their purchasing power- their careers have taken off and they continue to work harder. This segment is also beneficial because if they purchase while they start a family, the HERA name will likely be a brand that the whole family turns to.

Our target segment for our truck model is a woman between the ages of 34 and 55 who is transitioning to a new phase of life. As she gets older, she will probably help her children move to dorm rooms and haul her belongings across the countryside after a divorce or to move to a new house. This market is attractive because they have established themselves in their career and are looking to invest in a stereotype-defying car.

Our target segment for our luxury model is a woman between the ages of 45 and 65 who has retired or is an empty nester looking for fun, flirtation and youthfulness. This market segment is attractive because by this point they are wealthy enough to justify investing in a car "just for fun."

3. Summary of the Target Market

Economy- A demographic of ambitious younger females with a long-term planning horizon. This woman is a busy millennial who could have just graduated college and is looking

for a vehicle to get her from point A to point B. She does not perceive cars to be a status symbol and is not willing to pay extra for various features. She sees this as a sensible purchase based on where she is in her life and is highly interested in lower priced cars that represent a good value for her money.

Sedan- A demographic of women established in their careers who are climbing the corporate ladder or pursuing their entrepreneurial dreams. Sedans are a larger, more comfortable option for women on-the-go with features that benefit their needs- more room for seating, drink holders, entertainment units, better safety features, and increased reliability. Maybe she carpools her friends to work on Tuesdays, maybe she has to haul supplies to the various conferences and tradeshow she attends, or maybe she's trying to hint to her boyfriend that it's time to start a family.

Truck- For a no-frills, hardworking woman who runs the road and her business. She unleashes her natural wild side and defies stereotypes with the start of an engine. She purchases this car to expand her freedom and incorporate a new identity of toughness.

Luxury- A demographic of a wealthy, middle-aged woman who has saved enough capital to purchase something nice for herself. Although she won't admit it, she is proud of her career and business success and wants to communicate that to the world through the brands she wears and the cars she drives. This woman has worked hard for what she has and is attracted to brands of cars that are considered high status and are more interested in brands that have social recognition benefits. She lives by what HERA believes in empowering women and that radiates through her purchase of this luxury car.

B. Benefits Sought by Selected Target Segment(s)

1. Needs, Wants, and Demands

The needs of our target markets are basic- the vehicle takes them from point A to point B and keeps them safe on the road. The consumers want impressive features like self-driving mode, heated steering wheels and superior technology. The demand is influenced by how much the consumer is willing to invest- for our economy cars, the demands are low, because the consumer is expecting a lower price point. Demands are high for luxury purchasers, as they are expecting more from their higher-priced vehicle.

2. Features: Fuel Economy, Engine Power, Safety Features, Luxury Features, Reliability

See **Appendix F: Features** on page 39 for more information.

3. Consumer Satisfaction: How is it delivered?

HERA knows and understands that every woman has different wants and needs. This is why HERA ensures a customizable experience to help any and all women find the right car.

HERA offers a variety of payment plans and brands

Organization

A. Brief Description & History

HERA was founded in 2002 in Buffalo, NY by a team of four women who saw a need- cars for ambitious women. To the founders, a car isn't just a vehicle, it's a vehicle for change. When women get behind the driver's seat, in life and on the road, we *all* succeed, and our cars strive to make that abundantly clear.

B. Overall Goals in Relation to Mission Statement

“HERA seeks to empower women by making mobility fun.” We empower women through our goals of social justice and female empowerment- by 2030, we hope to donate 10% of our profits to organizations which end sex trafficking in the US and abroad.

“We strive to grow our business with the same values we started it with- empowerment, inspiration, and accessibility.” We are looking to grow our business by increasing or maintaining our overall GPM at 50% each year, and increase the sale of our sedan models by 15% by 2025 and luxury models by 20% by 2025. Our values of empowerment reflect in our goal to reduce our carbon emission by 20% by the year 2025.

C. Why this organization fits with Selected Target Segment(s)

We started this company to cater to women, and the specificity of the diverse target markets we’ve developed reflect our understanding of what women want and how they want their cars to perform. We aim to diversify our target segments to cater to as many customers as possible while still maintaining a relationship with the customer that tells them, “We understand you.”

D. Strengths and Weaknesses Analysis

Our strength is also our weakness. We have a strong sense of family and brand loyalty given that our focus is narrowly on roughly 50% of the population- women. This is a weakness because we are missing profits from the other 50% of the population- men. We believe that the strength of our identification with women and their loyalty to our brand is enough to create revenue from loyal customers for a lifetime.

E. Competitive Advantages

1. Cost Competitive Advantage

HERA uses our investments in operational improvements to keep our costs as competitive as possible. Our business model focuses on training employees often and diligently, which also reduces our costs.

2. Product/Service Differentiation Analysis

We differentiate our products by our outstanding investments in operational improvements which keep HERA cars at the top-of-the-line in terms of safety and robotics.

3. Niche Competitive Advantage

Our niche is women who are ambitious, busy, and can afford to purchase a high-quality car. This niche is strong, because there are very few if any car companies that cater specifically to women and also incorporate social justice into their mission statement.

4. Building a Sustainable Competitive Advantage

Building a sustainable competitive advantage takes time, but we believe our competitive advantage is our focus on women. We are the first company in the industry with an all-female foundership whose mission is for-profit *and* non-for-profit. Our belief in the ability of the car industry and our revenue to power our efforts to give back to our communities distinguishes us from the rest of the companies by far.

Collaborators

HERA prides ourselves on our cooperative and professional partners. All of our partners share our values and honor our mission statements with their actions and beliefs. The main

features we seek in collaborators are reliability, efficiency, and a positive public relations image. Our collaborators must understand how our company works, our emphasis on timeliness, transparency, and relationship building, so that we can all be on the same page.

A. Suppliers

HERA is not partnered with outside suppliers, as we have created our own branch of HERA-brand parts.

B. Strategic Partnerships

We partner with Sirius XM Radio, providing a premium subscription service for one year for every customer who purchases a HERA vehicle. The subsequent years' subscriptions are available at a discount on us.

We've also partnered with Jennifer Aniston, celebrity and actress, as our spokesperson. Aniston donated her advertising and word-of-mouth to our company, helping us cut our advertising costs and let our cars speak for themselves.

C. Publics

1. Financial (Banks and Stockholders)

Our financial collaborators are Bank of America, Merrill Lynch and J.P. Morgan. We use these services to keep track of stocks, build our portfolio, and invest wisely for the good of the company's future.

2. Media

We've partnered with popular dating websites Bumble and Tinder to create "swipeable" advertisements. These advertisements are included in the deck of possible matches after every fortieth match. If a user swipes right on our advertisement, they'll be directed to a special

webpage on the company's website inviting them to learn more about HERA and our female-friendly brand. If they scroll down on this page they can claim a coupon to receive \$100 of their lease payment for 6 months or 0% financing on a new HERA vehicle for 6 months.

3. Government

We ensure adherence to all public policy and government laws regarding regulations on the production, distribution, and sale of motor vehicles. We often invite the First Lady to a special women's-only conference sponsored by HERA on women's leadership. Notably, former First Lady Michelle Obama has been an avid spokesperson of HERA, commenting on our contribution to the greater good and our strong ideals and values. Ms. Obama will be working with us in our project of funding a school for underprivileged women.

4. Citizen Action

Consumer groups and environmental groups are often impressed at HERA's transparency and goals towards environmental justice and social empowerment. We have no issues with citizen action publics to report at this time.

5. Local/General

Neighborhoods and resident groups find HERA products and values to be agreeable. We have no issues with local or general publics to report at this time.

6. Internal

HERA works with many collaborators to boost internal marketing and provide employees with an outstanding work environment and experience. We have contracted with Catalyst Fitness to build our gym on our campus headquarters alongside local small businesses like The West Side Bazaar and the Lexington Cooperative Market to stock our cafeteria. We've also partnered

with Fitbit to have a healthy and friendly step tracking competition amongst employees. We work with Apple Incorporated to supply computers and work laptops to employees who necessitate their own equipment, and the United States Postal Service takes care of all mailing in and out of our offices.

Product

A. Core Benefit(s) Sought

HERA's core benefits sought are car quality, brand name, and superior female-forward marketing and service.

B. Actual Product

Our cars come in four models- economy, sedan, truck, and luxury. The quality of the car is based on the data we have collected about consumer interests- for products like the sedan, reliability is key, so the quality of the car's interior and exterior is higher than the quality of, say, a truck's interior and exterior, because truck owners value more horsepower. We offer a matte finish in white, black, rose gold, peacock blue or peacock green, and the same colors in a smooth (standard shine) finish.

Additional features of HERA vehicles include eco-friendly hybrid technology (for which charging stations are supplied all around the Western New York area) and a sports mode technology in our luxury vehicle. HERA cars also feature driver assist technology which will vibrate the driver's seat and brake automatically when another car is too close to either bumper.

HERA cars are also equipped with snow tires (if a consumer chooses the package deal) in order to brave the lake effect snow in Buffalo.

C. Augmented Product

Hera offers a seven-day return policy post-purchase. We also offer a 100,000 mile warranty from bonnet to bumper on oil changes and service part replacements. For consumers who request it, we deliver HERA vehicles right to a customer's driveway. We also have in-house repair shops on all of our campuses with friendly, majority-female mechanics who offer trustworthy advice, free shuttles, and adhere to strict repair deadlines.

D. Product Life Cycle

HERA is in the growth stage of the product life cycle. Our sales have increased steadily throughout the ZOOM game and will continue to increase the next couple of years as we continue to serve our loyal customers and gain new customers. When we began the company, there were few competitors who advertised to our niche market of only women- we have seen this beginning to change as more female-forward companies have entered the market. We predict that our profit will continue to increase until the competition begins to establish themselves, at which point our profits will begin to level off. In the growth stage we have developed long-term relationships with other dealers and distributors to aid in our distribution strategies. We continue to diversify HERA by hiring new employees to assist in the expansion of our product distribution.

Place

A. Channels, Coverage, Locations, Inventory, Transportation, Logistics

1. Channels

Retail- HERA's main store is located in Buffalo, New York. HERA has multiple retail stores across the greater Western New York area.

Wholesale- HERA has close relationships with a selective group of local car dealerships with whom we sell our products exclusively.

Direct Mail- *HERA Unlimited* is our monthly lifestyle magazine filled with articles on women's health, women's interests and, of course, new HERA innovations. We also use this mailer to advertise new products and promotions in stores. We use this mailer to emphasize the lifestyle integration of our brand- we're more than just a car company.

Telemarketing- One of our focuses at HERA is convenience for the modern woman. This is why we offer easy, over-the-phone signing for interested parties. We will also call our customers post-purchase with a brief questionnaire to reduce cognitive dissonance and ensure customer satisfaction.

Web Marketing- HERA understands the convenience of viewing and comparing vehicles online. Our website is updated daily to ensure that the customer is viewing the most up-to-date information on our often-rotating line of cars and innovations. HERA sells directly to consumer buyers at retail prices, or business-to-business products and services at wholesale prices via computer networks.

Sales Force- HERA is committed to hiring and training only the most outstanding workforce to represent our company. Our salaried employees are trained to answer questions and

negotiate objections in a friendly and knowledgeable manner. We want our customers to feel that we are always available to help. Our more populated HERA branches have personal selling representatives who meet potential clients for coffee to discuss their finances and work out a plan of purchase.

2. Coverage and Locations

Our cars are sold nationally, with most of our retail stores are located in New York State.

3. Inventory

Our inventory is kept in a warehouse in Western New York.

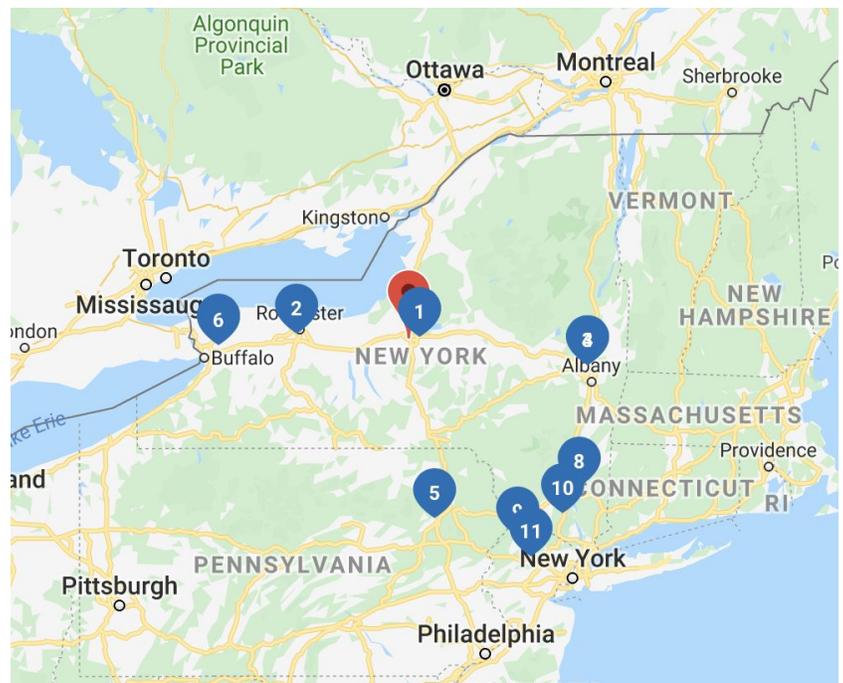
4. Transportation

We transport and distribute our cars using Road Runner Auto Transport.

5. Logistics

Our transportation office handles the logistics of distribution.

We have a dedicated team of logisticians and statisticians who ensure our company is running smoothly.



B. Push-Pull Strategy

I. Push Tactics

HERA representatives attend many trade shows to “push” our products onto

manufacturers and conduct sales visits with campuses around the area. We also hold competitions within our campuses and our retailers for who can sell the most cars in a given month.

2. Pull Tactics

Banners, posters and billboards advertise sales promotions to our target market. “Door buster” sales promotions are featured during holidays and seasonal changes which offer 0% financing for 12 months with exclusive lease offers. We advertise on television, in newspapers and in magazine print ads and on the Internet and social media. We offer coupons and provide sales, discounts, contests and prizes. Advertisements on social mediums like Instagram and Facebook that promote the HERA brand are popular with our target market.

C. Customer Service

Our customer service sector employees are trained diligently and often to provide the highest quality service. We have customer service lines available over the phone through a 1-800 number and online in a chat box with HERA representatives working 9-5 every weekday and special hours on weekends. We strive to make the HERA buying experience as easy as possible with seven day warranties and free delivery right to the customer’s doorstep if they can’t drive it out of the lot.

Price

A. Nominal price

The economy vehicle is priced at \$25,999, our sedan is currently \$40,999, the HERA truck is \$48,250, and our luxury vehicle is priced at \$56,499.

B. Perceived cost

The consumer must endure the time and energy of traveling to our dealership and testing our vehicles to determine which is the best fit for them. It's possible the customer will showroom to many different dealerships and will travel to our campus more than once. If a consumer wants to purchase, they must bear the burden of time spent checking credit lines, filling out paperwork, registering with the DMV and waiting on salespeople to complete their tasks.

C. Differences between price to the trade (retailers) vs. consumer (direct channel)

Our vehicles are marked up 20% from the retailer to the consumer.

D. Elasticity of Demand

Demand for automobiles in general are elastic. In the industry, demand for a specific type of car is highly elastic, as there are many substitutes for a given model. We at HERA aim to make up for this elasticity by providing a superior customer service experience and advertising to a well-defined target market.

E. Cost Determinants of Price, Markup Pricing, Break-Even Pricing, Benchmarking

1. Cost Determinants of Price

Labor costs and material costs determine the price of HERA vehicles.

2. Markup Pricing

The pricing of our vehicles is marked up to maintain satisfactory profit margins for stockholders and for the company. The maximum allowance of operational investments in the ZOOM game allowed HERA to keep our price lower than competitors due to our heavy investment in operational costs early on in the game, which reduced our costs 36-72%.

3. Breakeven Pricing

To break-even on each of our vehicles we would have to set our price at \$4,755 for economy, \$14,440 for sedan, \$22,485 for truck, and \$21,600 for our luxury vehicle- we would use break-even pricing only to gain market share and drive competitors from the market should a strong competitor enter the market. We mark up our prices to ensure we are still gaining a profit to use toward our company in other ways like employee salaries, community events, and charity donations.

4. Benchmarking

Compared to other companies, our pricing was right in range, this is an advantage to the consumers because HERA allows our customers to get even better car quality, for cheaper.

F. Methodology used when setting prices

We decided to value a high profit margin and the topmost importance factors when pricing cars.

Promotion

A. Positioning Statement

To the modern woman who desires a stylish, reliable, and hassle-free vehicle, HERA provides a high-quality car via low prices and reliable satisfaction of desires in a more female-focused and innovative way than Mercedes-Benz, BMW, The Marketing Buffalo, DominAuto, V6, Buffalo Marketing Mafia or SBSC.

B. Value Proposition

HERA offers higher-quality vehicles for a higher price. Our price is based on our commitment to cutting-edge innovation and donating to progressive charities that value female empowerment.

C. Unique Selling Proposition

HERA knows that customers want high quality vehicles, and our specialization in operational investments is a unique feature of our company. At HERA, we sell exclusively to women because we know what women want. The female market is an underdeveloped and our mostly-female directional team is keen to show that we understand what women desire. Women are now the key decision makers and make up to 80% of all household purchases. Other companies don't know how to market to women, how to talk to women, or even what to get them for their birthdays. They don't realize that women have a separate language and a separate way of being. Luckily, HERA isn't like other companies and we DO understand. We create personal customer relationships and understand the importance of word of mouth. Although our target

market has decreased because of this, our customer loyalty is unmatched and our all-women customer base is the reason HERA has grown to what it's become today.

D. Public relations including social media

HERA maintains a favorable public image through our relationship-focused social media presence. Consumers often comment on how we're *everywhere*- Facebook, Instagram, LinkedIn, and even Bumble and Tinder. We're dedicated to starting conversations with our customers and since our target market is a late GenZ and millennial demographic, we are active on social media sites, Instagram stories, Twitter, and SnapChat as well.

E. Advertising

HERA advertises through a variety of media. We feature advertisements in business and stock market sections of the daily local newspaper, The Buffalo News. We also feature television advertisements daily on local Western New York channels like Channels 2 and 4. Our advertisements are also featured on LinkedIn and a variety of other social media sites.

F. Sales promotion

HERA trusts our customers, which is why any potential buyer can come into our dealership and test drive any vehicle. Anyone who schedules and completes a test drive and provides us their feedback will have their name entered into an annual raffle to win a HERA vehicle. We also have incentives for referrals- if a customer refers one of their friends, they'll receive \$100 of their lease payment for 6 months or 0% financing on a vehicle for 6 months. If a Tinder or Bumble user comes across our advertisements, they can claim a coupon to receive \$100 of their lease payment for 6 months or 0% financing on a new HERA vehicle for 6 months.

G. Direct marketing

HERA Unlimited is our monthly direct mailer. It is a lifestyle magazine filled with articles on women's health, women's interests and, of course, new HERA innovations. We also use this mailer to advertise new products and promotions in stores. We use this mailer to emphasize the lifestyle integration of our brand- we're more than just a car company.

Just as we call our customers post-purchase to ensure customer satisfaction, we have a sales team dedicated to direct marketing to women in the WNY area. We also cold message on LinkedIn through our referrals.

H. Personal selling

HERA is committed to hiring and training only the most outstanding workforce to represent our company. Our salaried employees are trained to answer questions and negotiate objections in a friendly and knowledgeable manner. We want our customers to feel that we are always available to help. Our more populated HERA branches have personal selling representatives who meet potential clients for coffee to discuss their finances and work out a plan of purchase.

I. AIDA Model

Attention- HERA captures the attention of consumers to create awareness of our brand through the use of advertising strategies listed above. In an advertisement, for example, we would capture attention by featuring our spokesperson, Jennifer Aniston.

Interest- HERA creates interest in our products through promotional strategies. Now that we've gotten the attention of the viewer through a celebrity spokesperson, we can create interest by showing Jen driving in a sports car.

Desire- HERA's niche market creates a comfortable atmosphere for women to feel confident about purchasing a car to fit their lifestyle. In our advertisement example, we would create desire by showing Jen running errands in her HERA, attending conferences, and smiling graciously at paparazzi before ducking into a sleek HERA vehicle. The desire here is to have the kind of lifestyle that Jennifer has, and because the advertisement is centered around the car, customers will perceive that their identity will socially improve when they get a HERA.

Action- After shopping around and test driving, the consumer develops trust in our brand the consumer will make a purchase. To finish our advertisement and spark action, we would create a sales promotion that encourages the consumer to act *now*- 0% financing for 36 months, for example, or air this advertisement during our peak selling period and offer trade in deals to upgrade to a HERA.

J. Media scheduling

HERA uses pulsing media scheduling. We advertise in low increments year-round and implementing heavy advertising during our peak selling period- summer.

Competition

As a car company we face many competitors due to the size of the industry. Our main competitors are Mercedes Benz and BMW. Mercedes Benz and BMW are comparable competitors in terms of car quality and refined brand.

A. Strengths

Mercedes-Benz (MB) and BMW are nationally-renowned and long-standing companies who are trusted and well-known around the world. They also market to a much larger demographic than we do, because their demographic includes men.

B. Weaknesses

Because of their strengths in international selling, these companies miss the opportunity that we at HERA have to build strong relationships with a company. Our exclusive advertising to and interest in women is what sets us apart and allows us to create a customer-company relationship unlike any other.

C. Mission Statement

MB mission statement- “To delight our customers in everything we are doing. To continually improve the effectiveness of our Quality Management System and our business processes. To continually improve the quality of our products and services.”

BMW mission statement- “To become the world's leading provider of premium products and premium services for individual mobility.”

D. Unique Selling Propositions

MB unique selling proposition- “Mercedes is the global top-of-the-mind premium automobile brand.”

BMW unique selling proposition- “BMW is technologically advanced and luxurious product portfolio delivering ultimate driving experience”

E. Value Propositions

The Mercedes-Benz value proposition is a combination of German engineering and international flare that meets the needs, demands, and desires of luxury buyers around the world.

Power under the hood is just one of the first steps. Whether luxury owners choose a simple and well-equipped model, or a high-output road-burning Mercedes-Benz sports car, they can be guaranteed a premium riding and handling experience that delivers nothing less than the best. Whether flying down the highway in a sleek convertible, or getting the kids to school and parents safely through the daily commute, a Mercedes-Benz vehicle delivers top acceleration and plenty of power under the hood.

BMW, "the ultimate driving machine," is a key value proposition for BMW. They build luxury cars for those who can afford them. BMW has created value to customers through their "No Cost Maintenance" program which comes with the purchase of a new BMW vehicle and provides the owner with no cost maintenance for the first 4 years or 50,000 miles of use. Audi, Lexus and Mercedes do not offer a comparable program.

F. Positioning Statements

MB positioning statement- "Mercedes Benz is the best premium car in the world."

BMW positioning statement- "BMW is positioned as eco-friendly and technologically advanced company which inculcates innovation in the products to provide an exhilarating driving experience."

Marketing Research

A. Research studies which have helped us so far

The "Beyond Pink: Research on Marketing to Women Consumers" study from Jack Morton Worldwide was helpful in the HERA company, as it confirmed and added information

about what women consumers really want. The Student Manual in the ZOOM game also helped us create the best cars possible.

B. Research studies which should be conducted in the future

HERA believes in a powerful future, and that power comes from the intersection of research, education and action. We hope to see a study of self-driving vehicles come to light as we look to integrate this technology in our products. We also hope to see studies conducted around vehicle reliability in natural disasters, like forest fires, hurricanes, and tornadoes. HERA looks to be on the cutting edge of this underserved and often unthought-of community of vehicles.

Goals, Objectives, Controls and Analysis

“HERA seeks to empower women by making mobility fun.” We empower women through our goals of social justice and female empowerment- by 2030, we hope to donate 10% of our profits to organizations which end sex trafficking in the US and abroad.

“We strive to grow our business with the same values we started it with- empowerment, inspiration, and accessibility.” We are looking to grow our business by increasing or maintaining our overall GPM at 50% each year, and increase the sale of our sedan models by 15% by 2025 and luxury models by 20% by 2025. Our values of empowerment reflect in our goal to reduce our carbon emission by 20% by the year 2025.

Our major marketing control techniques include analyses of competitor offerings and strategies, customer analysis via feedback forms, testing research within a focus group, and an analysis of cost as compared to the company budget.

Ethical and Social Responsibility Considerations

It's our mission as human beings to tend to our natural environment. We're excited by the future of vehicle technology and are striving to reduce our carbon emission by 20% by the year 2025. We are also looking to introduce a hybrid model that same year, combining gas and electric charge to power our HERA vehicles.

As a female-owned and -operated company, we understand the importance of female empowerment, and our goals reflect that. By 2030, we hope to donate 10% of our profits to organizations which end sex trafficking in the US and abroad. As our revenues increase and we become a household name, we have even bigger plans to support women and give back to our communities. Our goal is to start a nonprofit branch of our company by 2050 which works with women's rights and issues in the US and abroad, including sex trafficking, education, and equality of pay.

Summary/Conclusion

The exceptional customer service, high quality vehicles, and well-established target markets of HERA Incorporated define our company as a strong competitor in the ever-changing car industry. Our dedication to relationship building with our customers is one of our strongest

features, second only to our exclusive advertising to women. This has also proven to be our weakness, but we believe we can surmount it with the brand loyalty we have created.

In conclusion, HERA is a groundbreaking company with eyes on a new future. We have exciting goals that will surely shape the next generation and the car industry as it stands today. We hope to use our capital for the good of women and the good of the world as well.

Appendix

1. Maslow's Hierarchy of

Needs

PHYSIOLOGICAL NEEDS

include the need for that with which the body can survive, including air, water, food, shelter, sleep, and clothing. With adjustable seats and a roomy interior, all models of HERA cars can provide shelter and a place to rest in a busy schedule.



Maslow's hierarchy of needs

SAFETY NEEDS include the need to keep one's person safe from external threats, including personal security, employment, resources, health, and property. HERA cars take women from home to employment in style, and buying a HERA car is a fantastic jumpstart to one's financial portfolio and personal security.

LOVE AND BELONGING includes the meeting of emotional and mental needs, including friendship, intimacy, family, and sense of connection. When you buy HERA, you're part of the HERA family, a community of women who are ambitious, strong, and love to have fun. Your friends and family will definitely want to tag along for the ride!

ESTEEM includes principles and values that are important to human existence in social situations, like respect, self-esteem, status, recognition, strength, and freedom. HERA can

provide all of these and more. HERA is an esteemed company which elevates women and offers them the freedom of the road. A self-respecting woman owns a self-respecting car.

SELF-ACTUALIZATION is the unique human desire to become the most that one can be. HERA reflects the ambitious, go-getting, and the woman who wishes to become all that she can be. Our products are marketed towards those who desire self-actualization in their personal and professional lives.

B. Strategic Opportunity Matrix

Market Penetration Strategy- We give loyalty cards to our customers- for every month that they lease a HERA vehicle, they get another point added into their loyalty card. They can redeem 30 points for \$5,000 off the purchase of a new HERA vehicle.

Market Development- HERA is looking to open stores in Texas and California within the decade.

Product Development- HERA will soon be developing a brand new line of vehicle accessories, like air fresheners and steering wheel warmers. The introduction of a self-driving vehicle is also in the works.

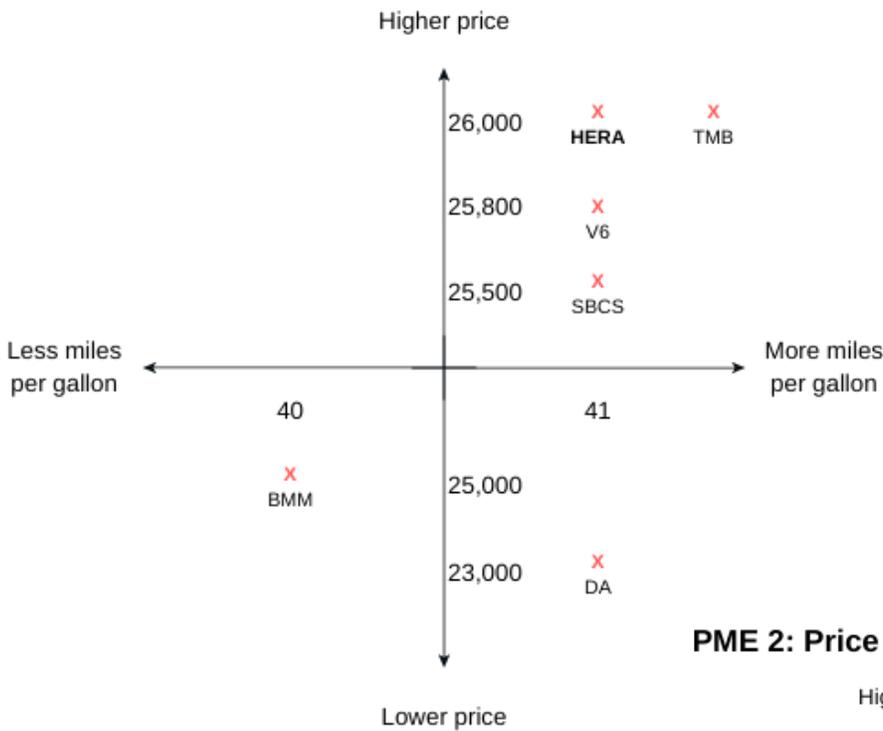
Diversification- HERA is pairing up with female artisans in impoverished regions to empower women in underserved populations with financial success. We will be selling hand-crafted dream catchers to hang from the rearview mirror in 2025.



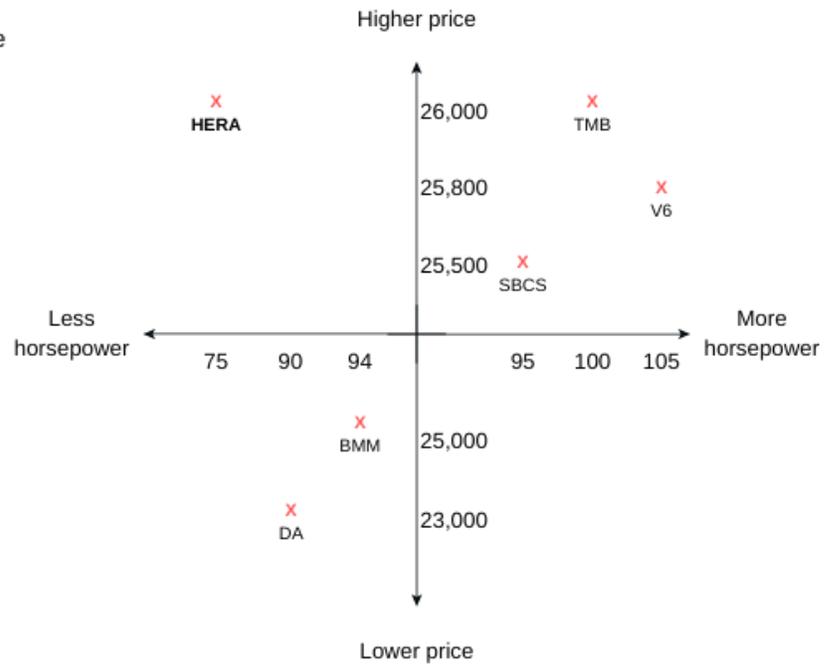
C. Positioning Maps

Position maps are based on data from Economy vehicle sales across all competitors in ZOOM game, round 6. Key: BMM = Buffalo Marketing Mafia; DA = DominAuto; HERA= HERA; SBCS= SBCS; TMB=The Marketing Buffalo; V6=V6.

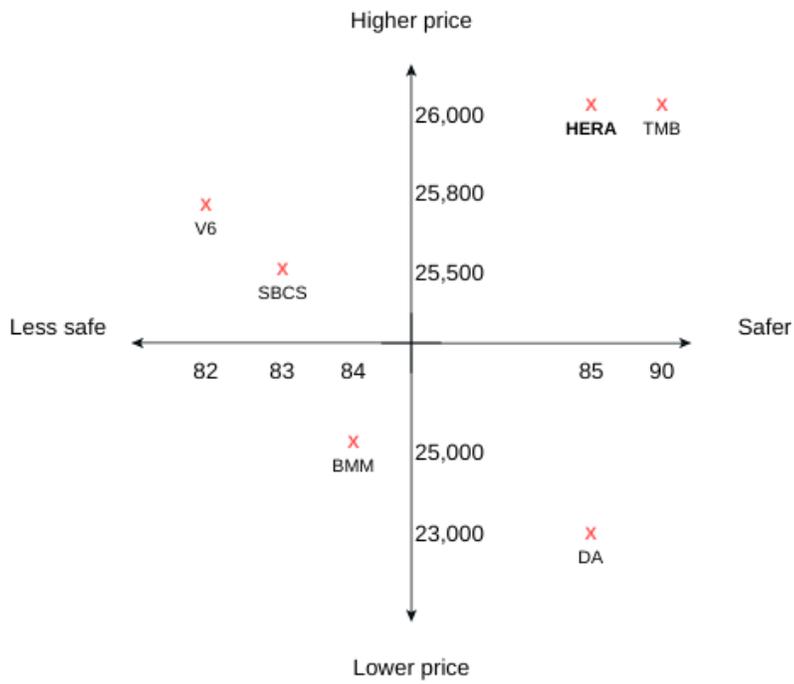
PME 1: Price vs. Fuel Efficiency



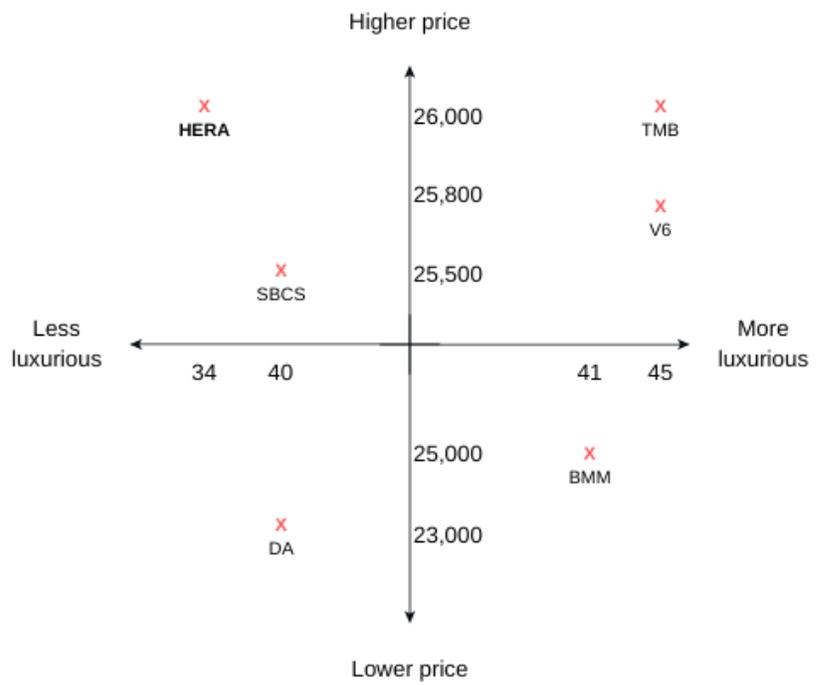
PME 2: Price vs. Engine Power



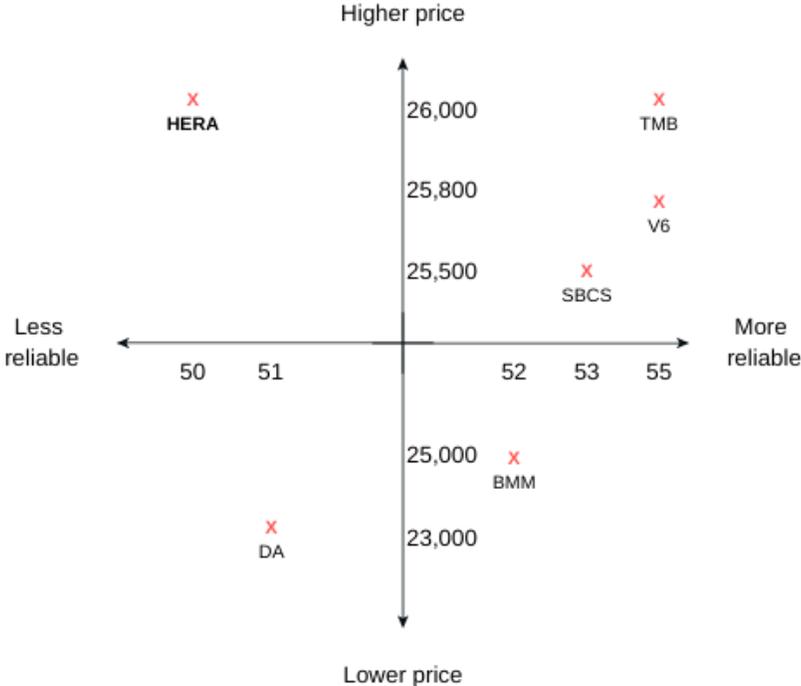
PME 3: Price vs. Safety Features



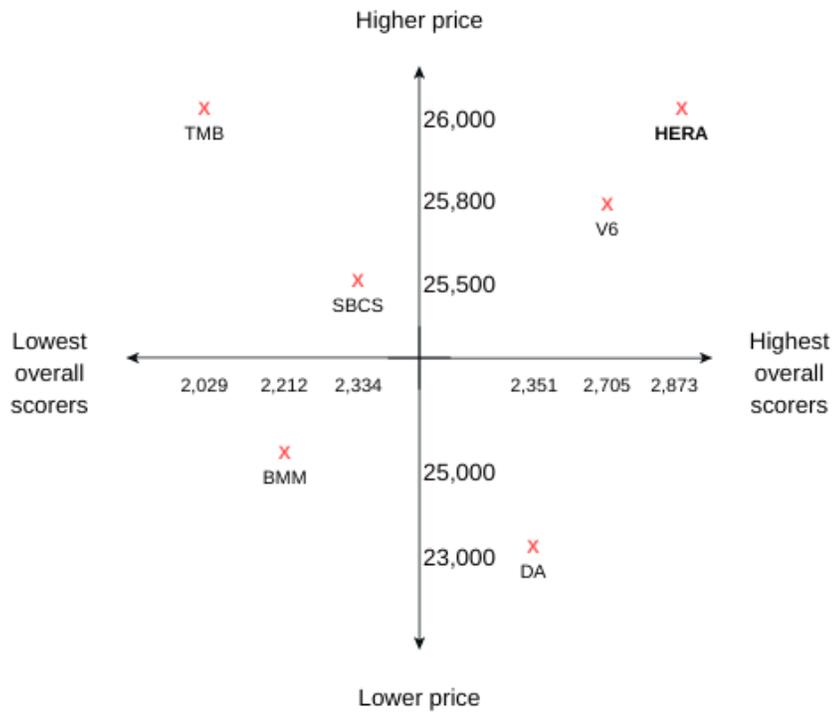
PME 4: Price vs. Luxury Features



PME 5: Price vs. Reliability

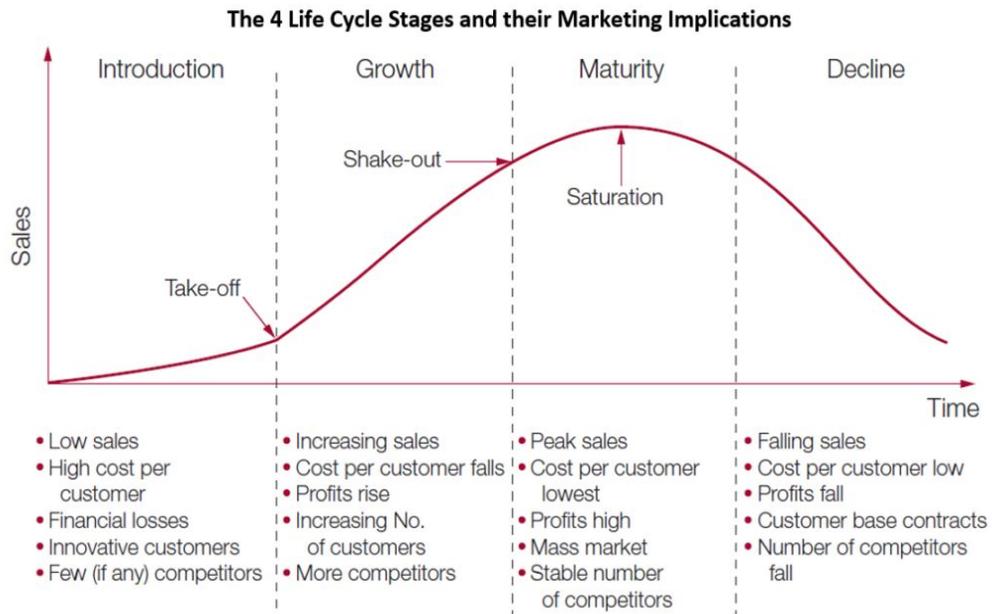


PME 6: Price vs. Total ZOOM Points



D. Historic Product Life Cycle

HERA is in the growth stage of the product life cycle. Our sales have increased steadily throughout the ZOOM game and will continue to increase the next



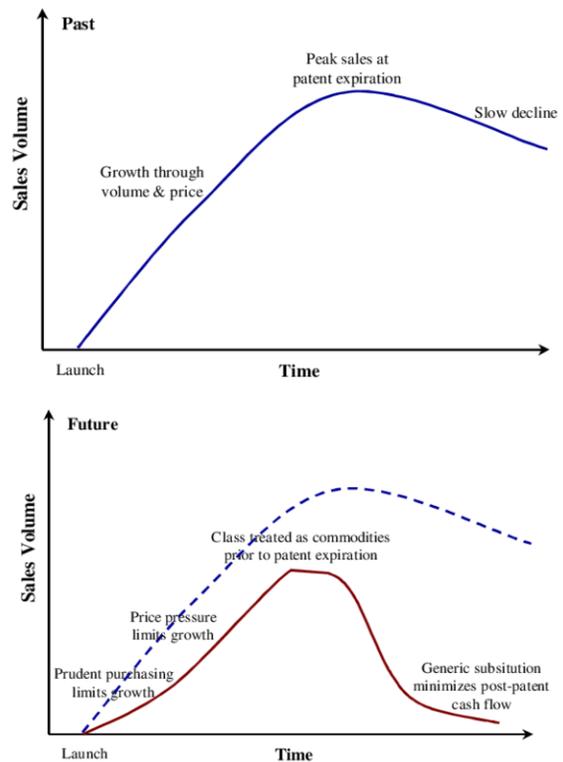
couple of years as we continue to serve our loyal customers and gain new customers. Thanks to our investments in operational investments, we have lowered the overall cost of each vehicle, enabling a higher gross profit margin. When we began the company, there were few competitors who advertised to our niche market of only women- we have seen this beginning to change as more female-forward companies have entered the market. We predict that our profit will continue to increase until the competition begins to establish themselves, at which point our profits will begin to level off. In the growth stage we have developed long-term relationships with other dealers and distributors to aid in our distribution strategies. We continue to diversify HERA by hiring new employees to assist in the expansion of our product distribution. Most of our HERA vehicles are in the growth stage of their Product Life Cycle. Our products have really started to take off and gain recognition and fame in the car industry.

E. Future Looking Product

Life Cycle

We expect our current HERA vehicles to reach the maturity stage as new innovations begin to infiltrate the car industry- we will eventually create self-driving cars to keep up with the demand and change. When these models become obsolete, we will release new models. We play to develop new color options and new

never-before-seen-features thanks to our dedication to cutting-edge technology in our products. The decline stage of our vehicles is still far into the future.



F. Features

Hera Y-6				
	Economy	Sedan	Truck	Luxury
Fuel Economy:	41	25	20	19
Engine Power:	75	165	340	220
Safety Features:	85	145	70	95
Luxury Features:	34	87	55	190
Reliability:	50	65	52	95