Applied Marketing Management

**Marketing plan**

**Executive Summary**

General Motors is an American Corporation that was founded in 1908. The company based its headquarters in America and later developed into an international corporation with more than 35 auto brands. The company has over 280 000 employees across the world. As part of corporate social responsibility, the corporation has decided to restructure its marketing goals, objectives, and strategies towards the implementation of marketing plans ("General Motors Customers by Division and Industry," 2017). This article entails a marketing plan draft for General Motors Corporation. General Motors will continue in growth over the years and produce all types of products from cars and trucks and make them better for the environment and great on gas.

**Business goals and objectives for General Motors for the next year.**

General Motors Corporation aims to increase the market share of General Motors in the USA up to 33%. The company also hopes to improve on customer satisfaction through production quality motor vehicles that are cost friendly to the customers by next year. GM spends a lot of resources on advertising and marketing incentives ("General Motors Customers by Division and Industry," 2017). The company thus plans not to invest more on such expenses for the next year. One of General Motors big goal is to always be the safest auto-mobile in the industry which is currently why most of their vehicles last a lot longer than vehicles such as ford.

**Mission and vision of the company**

The mission of the GM Company is to be the world leading company in the production of transportation products and other related products. Also, to maintain and strive to be the safest in the auto industry. The mission statement is driven by teamwork, integrity, and innovation of the company. GM looks forward to earning trust and enthusiasm from its customers and their employees. The company follows its mission to make sure that it conquers the world competitive markets through increased innovation within the company and adapt to any changes and counter products that come out by competitive consumers. The mission statement could, therefore, help GM to become the world leading automotive company in the world by next year ("General Motors Customers by Division and Industry," 2017). General Motors hopes to be the leading industry in sales and market share in the world. Regardless, General Motors will always be in the top in the industry with the remarkable new products each year and new inventions.

**Marketing objectives to meet business goals**

General Motors aims at recovering the world market share that they had lost by the end of next year. The company has lost a lot due to the high competition rate from other automotive companies. For instance, the GM Company based in the USA has lost its large market share to Ford Motor and Toyota Company. General Motors Company is working to increase the annual revenue sales by more than 30% ("General Motors Customers by Division and Industry," 2017). The company also hopes to make huge strides in innovative strategies. The company hopes to become more productive by producing more quality vehicles. Also, they need to be able to come with a price that is relative to the competition therefore people will swing more to reliability instead of going with another manufacture due to the prices being a few thousand different.

**Company’s Target Customer Groups.**

General Motors Company target of emerging markets with new specifications is a clear, measurable definition. GM is giving details about the various specific models that are expected to be sold to customers at fair prices. The company thus targets the middle-income earners across the world. General Motors provides access to credit for its customers, vehicle insurance, and other contract services to maintain good relations with the customers ("Marketing Strategy of General Motors," 2018). General Motors GMC products normally tend to business people and have been successful in selling going that route while the Chevrolet Silverado are more targeted by other consumers.

**Tactical Marketing Strategies**

General Motors has been put into action various strategies to enhance the increase in profits and growth of world market share. General motors strategies will include a reduction in advertising costs, promote direct promotion, and direct marketing. General Motors applies essential tactics to achieve various objectives. The company may utilize integrated marketing tools to make the set objectives. The company may also opt to construct short term sales targets. The advertising strategy is quite rewarding as it increases awareness among potential customers ("Marketing Strategy of General Motors," 2018). General Motors also needs to target the China market still to this day is one of the largest by sales in the world for General Motors which has led them to a lot of success because of it. By 2020 China is expected to grow by 5 million units or possibility of even more than that.

**Conclusion**

In conclusion, General Motors is a well-organized corporation, being the fifth largest performing organization in the world possibly higher to this exact date. The company applies several strategies to be able to compete with other global companies and maintain a top spot in the industry. GM aims at increasing its sales through sales promotion, publicity, and introduction of leasing of motor vehicles to its customers ("Marketing Strategy of General Motors," 2018). A marketing plan is thus essential for the organization to meet its goals and objectives to see where they are going and the tasks they need to get there and complete it.

References

General Motors Customers by Division and Industry. (2017). Retrieved from https://csimarket.com/stocks/markets\_glance.php?code=GM

Marketing Strategy of General Motors. (2018, March 21). Retrieved from https://www.marketing91.com/marketing-strategy-of-general-motors/