**Harley Davidson: Targeting a Market**

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| Subject | Marketing | | |
| Grade | 11/12 | | |
| 1. Desired End Point (Goals/Key Questions) | Research what products Harley-Davidson currently offers to customers.      Discuss, in your own words, why middle-aged consumers are the major source of revenue for Harley-Davidson.      Discuss, in three paragraphs, how you would market Harley-Davidson motorcycles and accessories to a younger market. (Think about price range, design, style, accessories, clothing, etc.) | | |
| 2. Describe the Evidence of Learning | Your target market    Customers and target market    Trying to satisfy a wide range of different needs is rarely effective. Splitting your customers into different groups of similar people will enable you to market your products or services specifically to the ones that will be most profitable to you.    Identifying your target market    Start to identify the different segments among your existing customers by looking for groups with similar characteristics. Consumers are often segmented by age, gender or income. Business customers can be broken down into different industries or by size. In practice, location is often a key factor, whether you are targeting local customers or looking for export opportunities.    Segmenting your market should enable you to identify the similarities between your different customer groups - and the differences. You will be able to more clearly understand what aspects of your offer appeal to each of the groups and adapt your product or service to more closely match their requirements.    This might mean modifying your product - or working on delivery, service, reliability or some other need that is important to that market segment. It might also mean adjusting the way you market your offer - so you change your pricing policy or use distribution channels that reach your target customers more effectively. You should also adapt your promotional messages to the different customer segments.    Finding and evaluating customers    Knowledge is everything when it comes to identifying which groups of customers you should be targeting. Market research will help you understand more about the needs, tastes and spending habits of different groups of potential customers. This should tell you about the customer segments most likely to buy into your offer and the kind of marketing and sales activities they will respond to.    A SWOT analysis will help you assess your strengths and weaknesses as a business and spot the opportunities and threats that are looming in your market. It will help you evaluate if you're in a position to carry out a strong marketing and sales campaign with your target groups of customers. Significantly, it will also enable you to see how you measure up against the competition.    Understanding what your rivals are up to is critical. How are they working with your target group/s? Would you do better or worse? Where are the gaps - in their offer and in their marketing? Are groups of customers being ignored by rivals? Could you target these profitably?    This combination of market research, SWOT analysis and benchmarking should give you a detailed picture of your marketplace and your own potential. This in turn will tell you where you should be directing your marketing activities and how. Only when you are armed with this knowledge can you confidently tailor your message to different segments of your market and have persuasive conversations with your potential customers. | | |
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| 5. Discovery Of Prior Knowledge | Have Students view the History of Harley Davidson video and then read the two articles. | | |
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| 7. Content/Skill Processing Activities | Discuss the following:  Forecasting Future Demand    Forecasting is the process of estimating future demand by anticipating what customers are likely to do given a certain set of conditions. Forecasting can give you an advantage over your competitors during periods of market change.  Unfortunately, very few products, services, industries or markets are easy to forecast. This is because very few markets follow consistent cycles and there are a range of external and environmental factors that can cause changes to market demand. The more unstable the market, the better your forecasting will need to be.  The way to counter this is to have projections for a range of different circumstances. These projections can be based on indicators such as interest rates, inflation, market trends, changing consumer tastes and unemployment. Therefore, you can plan for and have strategies Forecasting future demand planning business competitiveness prepared to either survive tough times or be aggressive and increase your market share.  The benefits of conducting realistic forecasting are that you can reduce surplus inventory whilst ensuring that you have enough stock to meet demand. This means that you can avoid the costs associated with having excess or wasted stock as well as capitalize on making as many sales as possible.  There are a number of methods that you can implement in order to forecast the future market demand. Customer surveys will allow you to gain an understanding of what your customers believe the future holds for them, your business and the market. Analysis of the leading market indicators, expert opinion and past sales analysis can also help you to forecast future market demand. | | |
| 8. Assessment & Error Correction (Mastery) | Create a new logo and slogan for Harley-Davidson Motor Company.      Create one print ad promoting Harley-Davidson to a younger audience. | | |
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