Positioning Matrix Assignment

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You have been tasked with creating a positioning matrix for the automobile industry. Using the template on the next page to display your work, determine the placement of the following vehicles based on the price and the vehicles’ overall purpose. Then, answer the questions below.

1. Based on where the autos are positioned on the matrix, where do you think the biggest gap is in the market?

From the data that we have been able to collect, I do think that the biggest gap in the market is located in the field of luxurious cars but as well affordable.

2. What other insights did you gain from the matrix results?

We can see that the niche of luxurious cars and expensive cars is quite crowded which is quite insightful since I thought that there weren’t too many expensive cars.

Launching a product in an expensive car and a practical car can also be interesting since there aren’t too many companies that are specialized in this niche so far.

POSITIONING MATRIX

Jeep Cherokee Porsche 911

Range Rover BMW M3

Lincoln Navigator

Lamborghini Gallardo

Honda Civic • Mini Cooper

Toyota Prius

Ford Focus

EXPENSIVE

AFFORDABLE

PRACTICAL

LUXURIOUS