

## Introduction:

Rolls Royce is a super luxury automotive brand of the world. 23 years ago, in March 1998 it was founded in the UK. Parent company of Rolls Royce is BMW. Headquarter of Rolls Royce is in Goodwood, West Sussex, England, United Kingdom. Rolls Royce's CEO is Torsten Müller-Ötvös and chairman is Peter Schwarzenbauer. Rolls Royce are serving their car in worldwide.

Rolls Royce has eight model those are –



Phantom



Phantom Extended



Cullinan



Ghost



Wraith



Ghost Extended



Dawn



Black Badge

Rolls Royce will bring a super luxury electric car. In LinkedIn, Rolls Royce's CEO wrote "I made a public promise, on the record, that we would bring the first fully electric Rolls-Royce to market within the current decade. And, right now, our company is embarking on an historic undertaking to create the first, super-luxury car of its type."

## Why I have chosen *Rolls Royce* brand for my project:

Our teacher, Dr. Arun Kaushal, told us to choose a company or brand that don't advertising for their product. When I heard that, so many companies came in my mind those were Rolls Royce, Tesla, Royal Enfield, Lamborghini, Zara and so on. But I have decided that I would take Rolls Royce brand for project. Rolls Royce don't do advertising because they are well aware about their customers. This brand is working hard to build a new car, and in this way this company is creating it's own image that promotes itself. But we have to keep in mind that advertising is not all about marketing, it is a part of marketing. Rolls Royce puts lot of affords to make a better customer experience.

## Biggest Competitors for Rolls Royce:





## About Marketing Mix of Rolls Royce Brand:

- **Product:**

Rolls Royce is a car manufacturer that make super luxury car for world most wealthy and richest persons in the world. Rolls Royce has eight different different models for according to the test of the customers.

Customers also can-do order Rolls Royce according to their choice and they can customise their car's colour, design and so on.

- **Price:**

Rolls Royce is most famous well-known brand, but the band value is not rivalled. Rolls Royce brand always focus on high income segment people. They establish a high premium price strategy and they have capture highly luxury market. Roll Royce's base price start from \$200,000- \$250,000. But in India, the price start from 4 crore. Customers can customise something and according to that they have to pay more.

- **Place:**

Rolls Royce are selling their cars worldwide. Their main sales ware coming from the Middle East, the United Kingdom, and the Asia-Pacific region till now. Company use lot of delivery service with the help of their parent company BMW to deliver the car on time on right place. They made advance and popular networking and distributing channel to deliver their cars as first as possible.

- **Promotion:**

Rolls Royce has immense inheritance and is an inspirational brand. The Advertising like TV advertisement, print, online ads etc does not make any sense for this brand. Lots of celebrities, businessmen etc are using Rolls Royce cars. Those things made this brand more powerful brand in this automotive segment. Word to mouth is the big reason of the success of the brand. This brand is making best in class car for their customers and create the awareness between the peoples.



## The STP Marketing Model:

This model helps to simplify the process of the market segmentation. In STP Marketing Model, S stands for Segmenting, T stands for Targeting and P stands for Positioning.



- **Segmentation:**

Segmentation is the first step of the STP marketing model. One brand cannot target all the segments of the markets. Here Rolls Royce is only focused on the high-class segment peoples for selling their cars. I have divided the market into groups on the base on some criteria those are –

**>> Demographic:**

The segment of Rolls Royce based on some demographic criteria such as income, gender, age, education level, marital status, occupation, ethnicity and so on.

**>> Geographic:**

Rolls Royce is sorting their market or segment on the base on country, region, state or province, city or urban area, neighbourhoods, etc.

**>> Psychographic:**

Rolls Royce is segmenting their customers by their lifestyle, opinions, hobbies, personality traits, activities, political affiliation, religious views, entertainment choices, attitudes and so on.

**>> Behavioural:**

Rolls Royce focuses on customers behaviour. Rolls Royce break down their market by how customers use their product, how the purchase was financed, brand loyalty, usage level, key benefits and so on.

Rolls Royce has divided their market into segments, and they focus their marketing with the help of information that's greater by the company. This is one of the biggest reasons for success of Rolls Royce.

- **Targeting:**

Targeting is the second step of the STP marketing model. After identifying the most attractiveness segment, Rolls Royce target that segment. There are some factors are available and Rolls Royce are doing this:

**>> Size:**

Rolls Royce know their segment and it's potential to grow in size.



### >>profitability:

Rolls Royce know that who is their customers. They also well know that how much money they will pay for buy Rolls Royce. And they also well know that what is the lifetime value of a customer. According to that, they are preparing their car to sell in the market.

### >> Ease of reach:

Rolls Royce make their distribution channel very smooth and easy for their customers. They deliver their cars on time to the customers. But at the same time, they also reducing the cost of the acquisition of a customer for this segment (CAC) without hampering their sales.

Rolls Royce not only the targeting the size of the segment but also, they focused on profitability as well as ease of reach. They are able to keep their LTV (lifetime value) is large and CAC (the cost of acquisition) is low.

## • Positioning:

Positioning is the final step of the STP marketing model. It is one of the main factors for the brand. Rolls Royce did it very well. Rolls Royce's value proposition is awesome because they have a unique position in the market.

In three standard ways, they made their passion in the markets:

### >> Functional Positioning:

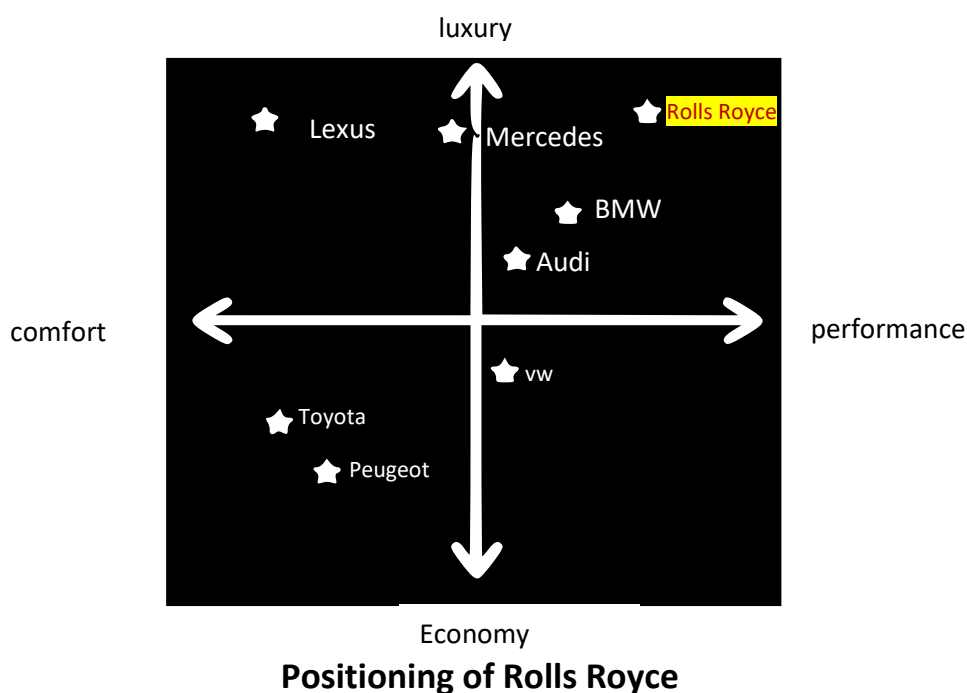
Rolls Royce found the gap in super luxury car market segment, and they are bringing cars by filling the gaps. They solve the problem that was having with super luxury car and provide the benefits to their customers.

### >> Symbolic Positioning:

It's referring to the self-image, attitude, ego, belongingness of customers. Rolls Royce also working on it. Rolls Royce fulfil their customer's self-esteem and ego needs.

### >> Experiential Positioning:

It's referring to on those thighs of the product or brand that emotionally connect with brand customers. Rolls Royce also able to do it. Customers feels like king after buying this car.





## Innovations Of Rolls Royce:

### For Cars:

- Rolls Royce hires best in class engineers for their company to make their car's engine in best in class.
- Rolls Royce made some car which are very safe that can resist form boom, gun fire bullet and so on.
- Rolls Royce got lot of awards because of their cars design. They have lot of good designers for designing the car. The pop-up logo of Rolls Royce attracted the customers.
- Other biggest innovation is that you can customise your car according to your test and preference.
- Rolls Royce also bring some prototype for their upcoming electric car which will come in 2022.
- Roll Royce has lot of patents for their upcoming new stylish cars.
- They have discovered lot of AI technology for their brand

### For others:

- They are focusing to build on the net zero carbon emission technology.
- They are doing lot of research and development on space sector as well.
- Their zero-emission aircraft was made a record that is they have achieved target speed of 300+ MPH later this year.
- They have build a World-class testing facilities.

### For Flightpath in 2050 (future plan) [They are Working on it]:

- They want to reduce co2 emission in aircraft by 75% for per passenger kilometre
- They want to reduce the notice of the aircraft
- They want to reduce the oxides of nitrogen (NOx) by 90%.