
毕业论文题目：浅析观致轿车高安市场营销策略

摘要

随着我国经济的飞速发展，人们在汽车方面的消费呈一个直线上升的状态。目前占中国市场的汽车市场为美、欧、日、韩等外国品牌。所有人都想分中国市场这个大蛋糕，于是出现了很多中国自主品牌，2007年12月生产基地位于江苏常熟的观致汽车公司成立了。但这个自主品牌这些年的销量并不乐观，可谓是内忧外患。内部由于经费大部分投于生产，没有闲钱投入市场推广及广告代言方面；外部又受高尔夫、速腾、福克斯等老牌合资车企的挤压。

本文将以观致汽车公司为研究对象，依据品牌管理相关理论，采用多种不同的研究方法，把目标市场放在高安，结合观致汽车的优劣势，同时分析宏观环境和微观环境下相关可行的解决方案，希望以此来提高观致汽车在高安的市场占有率。

关键词：观致汽车；品牌营销；营销策略；SWOT 分析

ABSTRACT

With the rapid development of China's economy, people's consumption of automobiles has been rising in a straight line. Currently, the automobile market in China is dominated by foreign brands such as the United States, Europe, Japan and South Korea. Everyone wanted a piece of the Chinese pie, so many Chinese brands emerged, and in December 2007 qoros, based in changshu, jiangsu province, was founded. However, the sales volume of this self-owned brand in recent years is not optimistic. Internal due to the majority of funds invested in production, no spare money to invest in marketing and advertising endorsement; External and by golf, sagitar, fox and other old joint venture car squeeze.

This paper will with view to the car as the research object, with the brand positioning, brand image and brand communication related theory as the foundation, comprehensively using the method of literature research Gui and inductive analysis and other research methods, based on the gaoan field, based on the analysis of macroscopic environment and microcosmic environment under the premise of the advantages and disadvantages of combining with the view to the car, puts forward the feasible solution. We hope to improve the market share of qoros in gao 'an

Keywords : Qoros Automobile Brand; Marketing Strategy; SWOT Analysis

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