



## Marketing Strategies and Business Analysis in the Case of Lamborghini Company

Vafokulova Mekhruza, MBA <sup>1</sup>, Allaberganov Abdurahmon <sup>2</sup>, Khidirov Farrukhjon <sup>3</sup>,  
Isomiddinov Lazizjon <sup>4</sup>, Gulyaamammedov Rohel <sup>5</sup>, Azimjonova Manzurakhon <sup>6</sup>

<sup>1, 2, 3, 4, 5, 6</sup> Silk Road International University of Tourism and Cultural Heritage

Lamborghini has a unique marketing strategy, which is NO MARKETING. In our case we analyzed whole company and their attitude towards marketing.

### Mission statement

To provide the foremost alluring extravagance super sports cars we point to uncompromising Quality up to the finest detail. Quality could be a Center competence of Automobili Lamborghini. Vision Design and deliver the foremost solid, engaging and imaginative extravagance super sports cars around the world, with the purpose of surpassing desire of our customer. Commitment Continuous advancement and orientation to Quality measures are the most standards of our everyday work; the premise to realize our targets is the information, advancement and fulfillment of our workers, a process-oriented QM to maximize the client fulfillment and an compelling integration with the Group. Target-Oriented Quality targets are characterized for Regions, Forms and Extend, those incorporate: deliver engaging and solid cars, great benefit and levelheaded, ecologic and secure processes. Staff is the source of the quality and victory of exhibitions, for this reason all Lamborghini workers share obligation of the targets accomplishment.

### Foundation for Lamborghini

After World War II, Lamborghini established a trade making tractors from reconfigured overflow military machines, close Bologna, Italy. He afterward extended into other wanders, counting fabricating air-conditioning and warming frameworks, and developed wealthy. Lamborghini's victory empowered him to buy a assortment of extravagance sports cars, counting a Ferrari, considered one of the best cars of the time. After encountering mechanical troubles with his Ferrari, Lamborghini chosen to begin his possess equal sports car company, indeed contracting a previous best Ferrari build. Automobili Lamborghini was authoritatively built up in 1963 in Sant'Agata Bolognese, Italy, and the same year debuted its to begin with car, the Lamborghini 350 GTV, a two-seater roadster with a V12 motor.

The company's symbol included a bull, a reference to Ferruccio Lamborghini's zodiac sign, Taurus the bull. Different Lamborghini models had names related to bulls or bullfighting, counting the Miura (named for Wear Eduardo Miura, a breeder of battling bulls), a mid-engine sports car that was discharged in mid-1960s and picked up Lamborghini an universal taking after among car devotees and a notoriety for distinction and cutting-edge design. In the early 1970s, Lamborghini's tractor commerce experienced issues and he in the long run sold his intrigued in his sports car commerce and resigned to his vineyard. Automobili Lamborghini changed hands a few times and within the late 1990s was acquired by German automaker Volkswagen. The company proceeded to construct high-

performance cars, counting the Murcielago (competent of going over 200 mph) and the Gallardo. Ferruccio Lamborghini kicked the bucket on February 20, 1993, at the age of 76.

Unimaginable execution and prevalent taking care of make Lamborghini one of the foremost desired extravagance vehicles within the world. It begun its operations by fabricating models like 350 GT, known for consolation, control and refinement. In the year 1966, it propelled Miura, a sports car, which got to be highly popular since of rear-wheel-drive and raise mid-engine. Within the mediating a long time brand has propelled a few models and included modern items in its item portfolio. Its current unit includes- Automobiles-its item pack incorporates two demonstrate lines with common highlights of two-seat mid-engine sports cars. Aventador line incorporates LP 700-4 roadster and roadster fueled by the V12 motor.

Huracan line incorporates LP 610-4 roadster and roadster with the V-10 fueled motor and all-wheel drive alongside LP 580-2 car rear-wheel drive. Marine motors- Motori Marini Lamborghini fabricates marine motor V12 for utilization in Course 1 powerboats of World Seaward Arrangement. It uproots about 8,171 ccs and yields 940 hp. Lamborghini cruiser- Amid 1980s company fabricated restricted sports bike of 1,000 ccs. About twenty-four units were created with combination outline, plastic bodywork, Marvic wheels, Ceriani front forks, Kawasaki-GPz1000RX transmission unit/engine and adjustable-steering-head-angle. Branded stock- Company offers its permit its brand title to a few makers who fabricate customer merchandise and relate them with Lamborghini brands like portable workstation, computers, sacks, embellishments and attire. Promoting Blend Of Lamborghini Place within the Promoting Blend Of Lamborghini : Lamborghini caters to an universal advertise and has amplified its item reach to a few worldwide nations. Its base camp base is at Sant'Agata Bolognese, arranged in Italy. Major markets for Lamborghini vehicles are Join together States, Japan, Germany, Malaysia, Indonesia, India and the Joined together Kingdom. Lamborghini has an effective workforce for creating and planning best possible products. The company contains a solid dispersion channel that makes a difference in provoke conveyance with offer assistance of producers, elite dealership organize and establishment courses of action. In Joined together States Company have about twenty-three merchants in places like Miami, Los Angeles, Modern York and Chicago. Cost within the Promoting Blend Of Lamborghini : Brand Lamborghini has focused on upper-class segment of society who is both wealthy and rich as its target clients. The company produces premium cars and these are for individuals who need a superior performance and who don't delay to form a buy indeed on the off chance that the item comes at an extreme cost range. What things to them is their possess want to claim a prestigious brand and gotten to be related with it without considering approximately cash. Lamborghini has received a premium estimating approach for its subjective cars since it is mindful of its customer loyalty and figures it out that an affiliation with its premium brand may be a matter of glory for any buyer. Expanding turnover and exchanging benefits have taken Lamborghini to unused statures. Advancements within the Promoting Blend Of Lamborghini : Marketing Blend Of Lamborghini 2 Powerful execution and in vogue looks have made Lamborghini one of the foremost well known extravagance cars within the worldwide advertise. The company has embraced a few showcasing plans to remain in spotlight and make brand perceivability in customer mentality. Lamborghini could be a perceived brand title and is known indeed in places where it does not conduct its special activities. It has received an seriously showcasing campaign that incorporates specialty showcasing, GTR Dashing, promoting, computerized promoting, the propelling of a few special occasions and utilization of social media stages. Commercials are appeared by means of tv, magazines and bulletins to earn greatest brand mindfulness. Bullfighting world has served as an motivation for brand Lamborghini and a seething bull was received as its symbol.

## Marketing

Exhibiting Technique of Lamborghini examinations the brand with the displaying mix framework which covers the 4Ps (Thing, Fetched, Put, Headway). There are many advancing techniques like thing advancement, evaluating approach, headway orchestrating etc. These exchange strategies, based on Lamborghini advancing mix, offer help the brand succeed inside the showcase. Lamborghini exhibiting method makes a distinction the brand/company to position itself

competitively inside the publicize and finish its exchange targets & objectives. Let us begin the Lamborghini Showcasing Procedure & Blend to get it its item, estimating, publicizing & conveyance procedures:

In this article:

Product Strategy

Pricing Strategy

Place and Distribution Strategy

Promotional and Advertising Strategy

Lamborghini appears itself through its infamous image that symbolizes the fuming bull. The roots of the image come from the terms that the originator of Lamborghini was a Taurus himself. Lamborghini as well offers licenses to other brands to create distinctive Lamborghini centred buyer items checking clothing, embellishments, contraptions things, packs and tablets. They are into advertising and progression through the thought of concept cars. All through history, they contribute basically in making concept cars tallying the especially to start with demonstrate called as the 350GTV. The sewing work in these cars through history, has been done by women because it were, men are not allowed to be a parcel of this division. Lamborghini as well joins a exhibition of two stories committed to communicate the progression, improvement and history of the Lamborghini cars all through the a long time. They besides show off a number of cutting edge and vintage models. Imperative breakthrough inside the history of Lamborghini are in addition highlighted by suggests of the show lobby. The exhibition is found right another to the central command in Italy. There's an established committed to teaching lovers the craftsmanship of driving on ice and snow. It is called the Lamborghini Winter Organized and is all nearly teaching individuals how to have fun driving a Lamborghini illustrate inside the brilliant and beautiful Alps Mountains. Since of the tremendous ubiquity and undaunted client base that it has, the company does not bolt in in progressions through tv commercials or hoardings. This will be not an normal thing and ought to be progressed through events, print promotions in lesson magazines and so on. Thus this completes the Lamborghini displaying mix.

### **Targeting strategy**

Brand Lamborghini has targeted upper-class section of society who is both rich and affluent as its target customers. The company produces premium cars and these are for people who want a superior performance and who do not hesitate to make a purchase even if the product comes at an exorbitant price range. What matters to them is their own desire to own a prestigious brand and become associated with it without thinking about money.

### **Pricing strategy**

Underneath is the estimating methodology in Lamborghini showcasing strategy: Being a extravagance car creator, Lamborghini makes a advertise of buyers who are seeking out for course coupled with tastefulness and execution as the criteria for making a vehicle purchase. To offer the course and extravagance related with the item, the estimating procedure in its showcasing blend is amazingly premium. After deals administrations and person sub-parts are greatly costly for buying as well. Lamborghini ranges in cost between 300,000 dollars for the foremost commonly accessible to models like Huracan to 4500,000 dollars for elite vehicles like Lamborghini Veneno Roadster.

Being a luxury car maker, Lamborghini creates a market of buyers who are looking for class coupled with elegance and performance as the criteria for making a

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### **Lamborghini logo**

Shortcomings of the company are their delicate focuses that they haven't overcome however. Here are a few shortcomings of Lamborghini:

**High Cost:** The quality cars come at a cost but it moreover faces the foremost backfire at times of financial emergencies. Within the past, Lamborghini has confronted comparative issues when their deals have nearly reduced by 50 percent. But Volkswagen is working way better than past owners.

**Fuel Taken a toll is Tall:** The effective cars eat up a part of fuel and it has a tall fetched. It moreover debilitates the environment due to contamination.

The primary reason is that the company's originator Ferruccio Lamborghini was born in Taurus. Besides, the company's author had a enthusiasm for bullfighting and he would routinely go to bullfighting occasions. Hence, Ferruccio Lamborghini accepted that this was the idealize picture to utilize on his company's symbol because it was a reflection of himself.

The moment reason that the bull was utilized as portion of the symbol is that there are capable intentions with a bull that Ferruccio Lamborghini. The bull speaks to Lamborghini sports cars' control, speed, and distinction.

### **Swot analysis:**

#### **Strength**

Qualities are focuses that have made a difference a company be what they are. Here are a few qualities of Lamborghini: A World Famous Title:

Nearly everybody around the world is able to recognize the title of Lamborghini. As a maker of extravagance and sports car they have effectively set themselves within the around the world recognition.

Best Technology Used: The innovation that's utilized in making the cars is exceptionally one of a kind and it makes itself pined for. Lamborghini moreover clarifies a parcel around the innovation that they are working on for up and coming cars. This makes a buzz among the public and the model's esteem increases.

One of the Leading Motors: The cars that they create are capable and they tag them as supercars. The pickup time and speed are higher than any other car and they are working on it to create it speedier and smoother. Their most recent cars can go more than 201 mph in less than 10 seconds.

Restrictiveness and Restricted Units: While other companies make a few cars in a year to if it's not too much trouble open, Lamborghini accepts in quality. They offer approximately 3000 or so units a year and they are expanding but not to the levels of other companies. They need their cars to be coveted.

Attraction towards the Rich Lesson: Lamborghini may be a car which will be eminent by everybody but it isn't reasonable. Through a long time the company has produced cars that celebrities, eminent lawmakers, and businessmen have owned.

Motorsports: Lamborghini is additionally known within the field of car hustling as they give their engines to the most excellent of the cars. They have done it from the beginning days and still proceed to do it each year.

One of the Finest Motors: The cars that they create are capable and they tag them as supercars. The pickup time and speed are higher than any other car and they are working on it to create it speedier and smoother. Their most recent cars can go more than 201 mph in less than 10 seconds.

#### **Weakness**

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#### **Opportunity**

Openings are focuses that a company ought to work with to form themselves distant better;a much better;a higher;a stronger;an improved" a distant better advertise.

These are a few openings that Lamborghini can work with: Expand the Accessibility: Right presently Lamborghini is out of reach for numerous individuals and they ought to monotonously import the car. In the event that the company works on it at that point they can have a much superior showcase and shopper base.

**Increase in Superior Client Benefit:** It could be a difficult work to source parts of a Lamborghini demonstrates in case something goes off-base. Settling the car takes a entire parcel of time and frequently shipping it to a diverse nation doesn't work. So, setting up benefit bases in several nations would be a great alternative for Lamborghini.

**Hybrid Cars:** Their cross breed car show is still a concept demonstrate and hasn't been discharged. But within the close future, an electrically fueled car would be acknowledged around the world.

Companies like Tesla have as of now discharged cars that are electrically fueled. This will be a extraordinary move to capture the Eco-friendly buyers who may move on to diverse companies in case options aren't provided.

**Production of Cars Based on Request:** They have restricted themselves to create a certain sum of cars in a year. But requests are rising in people and in the event that they don't get a Lamborghini they move on to other comparable companies. So, creating more cars based on requests will increment the showcase.

Today, the Lamborghini logo has become synonymous with luxury, speed, power, beauty, wealth, and status.

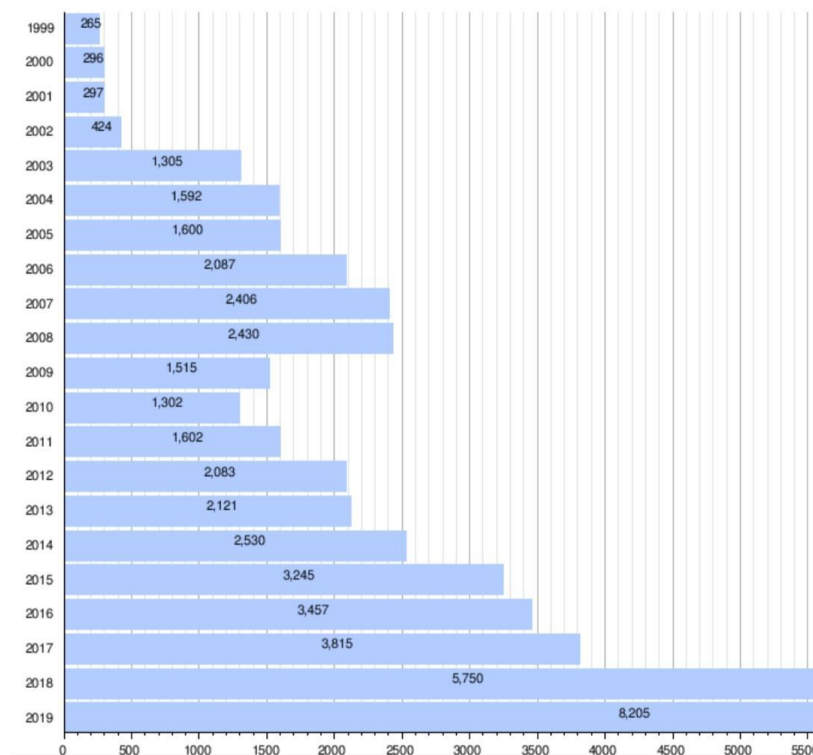
### Threats

Dangers are negative focuses that will emerge within the display or future of a company.

Here are a few Dangers that Lamborghini is facing: **Fuel Utilization:** Lamborghini cars eat up a parcel of fuel and it isn't Eco-friendly at all. So, the company may have dangers when individuals float towards environment secure options.

**Competitors:** Competitors are rising as they are creating more cars which are ultra premium in spite of the fact that exceptionally few of them are as famous brand as the Lamborghini. A few of the competitors that they have are Ferrari, Puma, and Porsche.

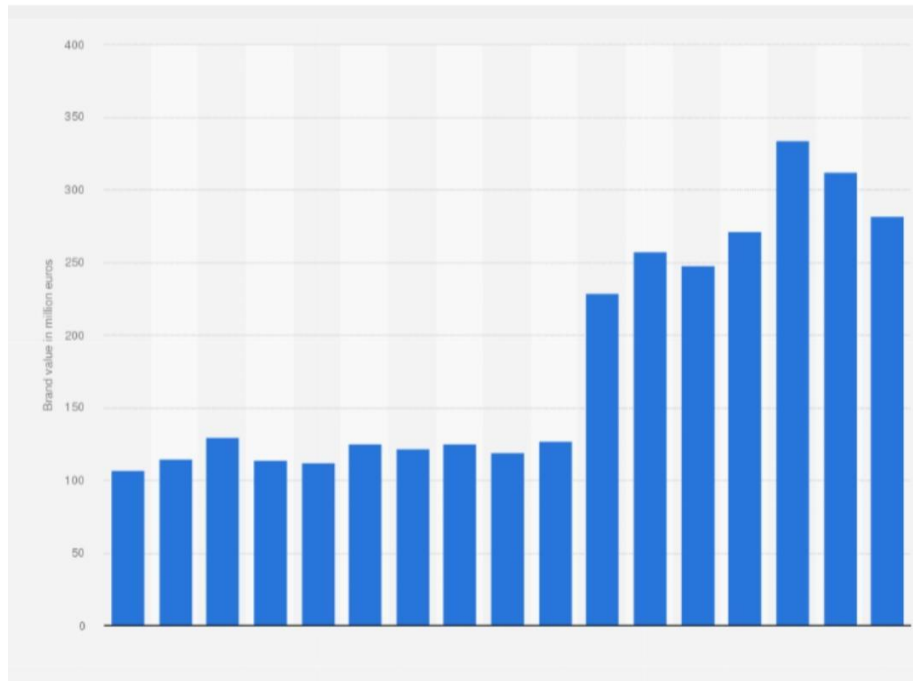
### Chart of Lamborghini sales



### Current Problems

1. Easily affected by snow or rain
2. Uncomfortable models

### 3. Many versions of Lamborghini are not reliable



#### Recommendations

Making sure that they are reliable

Working on creating more comfortable and firm models

Listening to customers when it is needed

#### Implementation

##### Simple but effective ways

Company can collect all reasonable feedbacks and getting improved by taking them into consideration, for instance, the question which can be asked is *what aspects of Lamborghini models are causing discomfort for customers* or *Is Lamborghini reliable for you, why or why not* people will answer and this kinda problematic case is not gonna happen if company satisfies customers.

Organizing a contest among youth like *best Lamborghini model idea* or *best Lamborghini improvement idea*. As the saying goes one head is good, two heads are better. Various brains-various ideas.

**On January 1, 2022 the Lamborghini brand was valued at 282 million euros**

#### Conclusion

Although, Lamborghini is a prestigious brand, it should not stop brushing up on its development. Lamborghini is enough competitive to be one of top supercars, but there is always a thing left to be renewed, fixed or accelerated. Surely, Lamborghini will keep its high position in the future.

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