

Task: Write out your new project idea

Topic: New Project Idea

Type: Research paper

Length: 1 page

Formatting: APA

Requirements:

Include the following into your research paper:

- detailed description of the product or service;
- analysis of the target market and customer segmentation
- the marketing task ahead

Marketing

Name

Institution

Date

Nissan GT-R is one of the luxury sports cars introduced in 2014. This car was ranked **number six** out of the eleven luxury sports cars released in 2014. This ranking was based on analysis of **published reviews** as well as the test drives performed on the car. The 2014 Nissan GT-R is highly regarded because of its high acceleration and track-ready handling (Courtney, 2014). The car is also easy to drive and can be bought at a relatively low price compared to other powerful sports cars. Another car that can be used in the place of the Nissan GT-R is the Porsche 911. It is regarded by reviewers as one of the most iconic cars in existence and also extremely **rewarding to drive.**

The target market for sports cars is specific because of the high market values for these cars. For example, when first introduced into the market, the car was valued at \$ 70,000. Currently the price is about \$105,000. However, at this price, the Nissan GT-R Ranks still ranks below most valuable sports cars. However, this is an advantage to its sellers because it has the quality of the other **superfast** sports cars (Courtney, 2014). For example, this car can accelerate to a speed of 60 mph in just three seconds. Thus, its target market is the middle and high class.

Identifying the marketing mix for a 2014 Nissan GT-R it is important to consider the four P's involved, which are, **product**, price, place, and promotion. The product **in question** is the 2014 Nissan GT-R. Its price is around \$100,000. Place and promotion affects the marketing mix in that consumers will only buy the product if they need it or they are convinced to buy it

MostAwfulEssays 8/6/14 3:40 PM
Comment [1]: By whom?

MostAwfulEssays 8/7/14 2:20 PM
Comment [2]: Still won't tell us who wrote the reviews, huh?

MostAwfulEssays 8/6/14 3:42 PM
Comment [3]: Once again: how's that?

MostAwfulEssays 8/7/14 2:48 PM
Comment [4]: Is this a technical term or something you just made up?

MostAwfulEssays 8/6/14 3:46 PM
Comment [5]: The "thus" part wasn't that impressive, to be frank.

MostAwfulEssays 8/7/14 2:51 PM
Comment [6]: You know, you should learn how to use commas before writing essays.

MostAwfulEssays 8/6/14 3:47 PM
Comment [7]: You just like using unnecessary words, I guess.

(Courtney, 2014). Based on the features of the car, it is easy to find the right marketing for the product because its close substitutes are more expensive. In most cases, consumers like products that meet their needs and preferences, but at the lowest price possible. The 2014 Nissan GT-R is that type of product. It is fast, easy to handle, less engaging than other sports cars, and easy to maintain due to low replacement costs (Courtney, 2014). This sports car has the right market mix.

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Comment [8]: Which means...?

References

Courtney, J. (2014). *Young Paranoid Bank Robbers: Nissan GT-R Edition*. New York: Createspace Independent Pub.

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Comment [9]: Only one reference?

Overall Impression

Since the writer liked making up terms and being convoluted, I can say the writing was like a cross between Shakespeare and Britney Spears.