

# *Launching a New Motor Oil*





# *Introduction*

The case “Launching a New Motor Oil” deals with strategic decisions associated with the process of the launch of an entirely new motor oil product. The market for motor oils is saturated; there is fierce competition in the niche and leading market players are already set up.





# Key Issues

The main risks to be encountered during the implementation of the plan relates to brand identity, accurate price determination and right channel selection to distribute the new motor oil. There are high levels of brand awareness hence brand loyalty, this will make it difficult for new entrants to break into the clothing business.





# *Strategic Considerations*

To achieve these objectives the company must therefore assess its marketing mix in order to effectively market its new motor oil. This can be made by engaging women through advertisement and focusing on aspects such as; new product additions or enhanced engine protection specialty in environmental issues as examples.





# Conclusion

**Starting a new brand of motor oil needs a strategic marketing plan that has to consider consumers' wants and the competition realities. As the distinguishing features are most often the foundation for entering a new market and winning a fair share, the company should follow the effective marketing and distribution strategies.**





# Resource

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