

**SERVICE MARKETING OF NISSAN  
DASMARIÑAS, CAVITE**

**Case Study**

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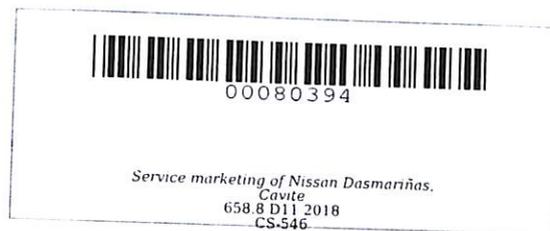
**College of Economics, Management  
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CAVITE STATE UNIVERSITY  
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# ~~SERVICE~~ MARKETING OF NISSAN DASMARIÑAS, CAVITE

Case Study  
Submitted to the Faculty of the  
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Bachelor of Science in Business Management



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## ABSTRACT

**DACWAG, IRA ALYSSA B. Service Marketing of Nissan Dasmariñas, Cavite. Case Study.** Bachelor of Science in Business Management, major in Marketing Management, Cavite State University, Indang, Cavite. February 2017. Adviser Prof. Betsy Rose S. Fidel.

The study was conducted from February 22 to April 1, 2017 to analyze the Service Marketing of Nissan Dasmariñas, Cavite. Specifically the study aimed to: describe the profile of the company; describe the service marketing of Nissan Dasmariñas, Cavite; analyze the internal factors of the firm using the 7's on McKinsey model for internal factor evaluation (IFE); analyze the external factors of the firm using the MCSTEEP model for external factor evaluation (EFE); analyze and compare the company's position to its competitors using the competitive profile matrix (CPM); determine the problems encountered regarding the service marketing of the firm and; recommend possible solutions to the various problems identified.

In the conduct study, the author had the opportunity to interview the service manager and employees. Actual observation and active participation in the service activities of the company gained additional information about the service marketing practice of the firm. She was exposed in telemarketing in the use of marketing the service and learned different service activities like on product/service delivery and after-sales car service.

Nissan Dasmariñas is experiencing different problems like customer complaints; stiff competition; system malfunction; outdated management information system; and lack of manpower.

The company has weak internal position, based on the Internal Factor Evaluation (IFE) total weighted score value is 2.27. The results in External Factor Evaluation (EFE) total weighted score value is 2.30 which scores weak ability to respond to external factors. As the result, the company should hold and maintain its position. The firm should pursue the strategies focused on increasing market penetration and product development.

For the competitive analysis between its competitors, Toyota is dominating on critical success. Nissan obtained above an average score of 3.42 slightly less the score obtained and Kia got the least score on critical success factors.

The researcher recommended using the strategy used for product development and market penetration strategy of the firm. The firm needed to formulate new strategic plan for the firm and grow its market in tight competition. They should expand but not aggressively, penetrate the market further and develop new products or modify existing service/ products. Furthermore, the use of internet marketing, securing the customer performance, create loyalty program, additional staff/ employees, beautification of the firm and additional equipments for the speed up performance/ service will help for the improvement and success of Nissan.

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# SERVICE MARKETING OF NISSAN DASMARIÑAS

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## INTRODUCTION

The Automotive Industry is comprised primarily of the world's largest passenger automobile and light truck manufacturers. Through broad dealership networks, most members of the industry sell vehicles in the global market, covering developed and emerging countries. Automotive manufacturers offer a variety of makes and models, though there tends to be limited brand integration at the marketing, advertising, and dealership levels. The bulk of these companies operate production facilities in multiple geographic regions (Ferro, 2015). Philippines is currently the third fastest-growing automotive market in Southeast Asia with the annual sales capable of growing at least ten percent (Mercuno, 2016).

Services now increasingly represent an integral part of the product and interconnectedness of goods and services. It is a process from the organization's point of view, but an experience from customer's perspective. Marketing is a process by which