

Extreme Speed - Marketing Strategy of Daluge Kart and Customer Value Research



This study aims to analyze the competition and marketing strategies in the industry, and explore the importance of customer value and satisfaction, as well as the difference between them, when consumers enjoy karting activities.

Firstly, the competitive situation of the Daluge Karting industry will be examined using the Five Forces Analysis and SWOT Analysis. Secondly, the marketing strategies of Daluge Karting will be explored through the application of STP Analysis and 4P Analysis. Next, a questionnaire survey will be conducted to understand the difference between customers' expected importance and actual satisfaction regarding the dimensions of customer value in Daluge Karting. The IPA analysis method will be utilized to identify the quadrant in which each item of customer value lies, in order to determine the customer value aspects that need improvement and their priority. Finally, based on the research data and findings, specific recommendations will be provided for the reference of relevant industry stakeholders.

Selected research topics → → → Research motivation and purpose → → → 1: Literature review
2: Actual visit → → → 1: **Early stage of marketing strategy:** Five Forces Analysis, SWOT Analysis →
Mid-term marketing strategy: STP Analysis → **Late marketing strategy:** Marketing 4P 2: Customer
value questionnaire design, distribution, and recovery → Customer value IPA Analysis → → →
Conclusion and suggestion

Based on the research findings, the following conclusions and recommendations are proposed for marketing strategies:

Conclusion: According to the IPA analysis table for Daluge Karting, karting activities have a stress-relieving effect and can enhance a sense of achievement and superiority. To increase brand awareness and corporate image, Daluge Karting should establish a corporate website and invest in advertising.

Recommendations:

Target the young demographic: Focus on the student population aged 12-20 as potential customers. Offer significant discounts to students with valid student IDs, considering their limited income.

Extend operating hours into the evening: Based on the questionnaire survey, the age groups of 21-30 and 31-40 are the primary consumers of karting. These age groups are typically balancing their careers, family life, and interactions with their children. Extending operating hours on weekdays can accommodate their availability for karting activities.

Collaborate with Key Opinion Leaders (KOLs): Utilize influencer marketing strategies by partnering with popular KOLs who can share their exciting and enjoyable experiences with karting. This will generate interest among consumers and increase their curiosity towards karting activities.