

Title: Marketing Management And Marketing Innovation Analysis
Of The New Energy: Taking Weilai Automobile As An Example

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ABSTRACT

In recent years, due to the profound changes in the development environment of the traditional automobile industry brings many conveniences to people, but also brings environmental pollution, traffic congestion, energy crisis, and other problems. With the progress of science and technology, new energy vehicles have gradually entered people's field of vision, and they have gained wide attention and recognition all over the world with a series of advantages such as energy saving, environmental protection and easy operation. In the R&D team of new energy vehicles in China, Weilai Automobile Company is at the forefront, but it is also facing challenges from all sides.

Based on the research of domestic and foreign related new energy vehicle marketing literature, this paper first analyzes the environment of Weilai new energy vehicle by using PEST analysis method, and then analyzes the strengths, weaknesses, opportunities and threats of Weilai new energy vehicle marketing by using SWOT analysis method, thus providing sufficient basis for Weilai new energy vehicle to formulate marketing strategies. Finally, it analyzes the current situation and existing problems of Weilai's new energy vehicle, and puts forward a new energy vehicle marketing strategy based on 6P theory. At the same time, it puts forward specific

measures to ensure the realization of the marketing strategy from the aspects of talent guarantee, capital guarantee and organizational system guarantee. In order to promote the R&D and marketing of new energy vehicles of Weilai Company, and at the same time help the marketing of China's new energy vehicle industry, so as to occupy a place in market segments.

Keywords: Marketing Management, Marketing Innovation, Automobile Industry

