



Alphabe
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GOOGLE PIXEL 9

Team B16

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Oh hi, AI.





1. Marketing Situation Analysis

2. Marketing Issue Identification

3. Identification of Possible Solutions

4. Evaluation & Choice of Solution

5. Six-Month Plan

1. Marketing Situation Analysis



SWOT

Strength

- Superior Camera and Ai features
- Seamless integration with Google services
- Unique software and hardware synergies

Weakness

- Limited market penetration
- Unclear brand positioning
- Perception of poor battery
- Internal communication issues

Opportunities

- Growing demand for AI-powered smartphones
- Expansion into untapped markets
- Sustainable technology interests

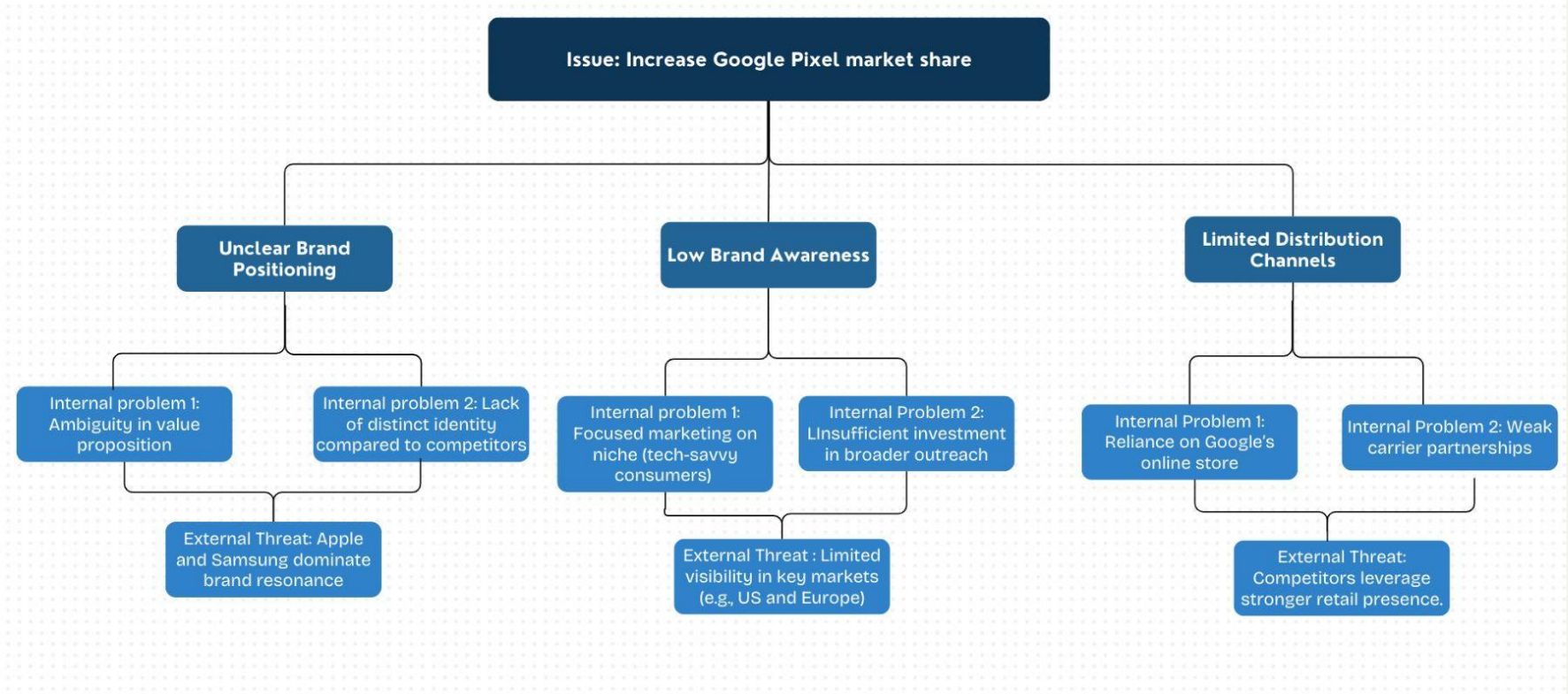
Threats

- Intense competition from Apple and Samsung
- Consumer loyalty of competitor
- Economic uncertainties



2. Marketing Issue Identification

Problem Tree



3. Identification of Possible Solutions



Solution Tree

Problem

Increase Pixel 9
market share

General Solution

Clear Brand
Positioning

Increase
Awareness

Planning Solutions

Technology Features

Pricing

Team Merge

Higher Priority

Marketing Strategies

Increase budget &
investment

Premium Pricing
to Elevate Brand
Image

Budget-Friendly
Series for Market
Expansion

Targeted Marketing

Increase Budget
& Investment

Camera
Features

Gemini AI

Ecosystem
Integration

Battery
Optimization

Activity solutions



4. Evaluation & Choice of Solution

Evaluation Criteria

- **Financial:** Assesses short-term and long-term revenue growth and profitability to ensure sustainable success.
- **Risk:** Evaluates general risks, probabilities, and scalability to manage uncertainties and support growth.
- **Strategic:** Focuses on aligning with competitive strengths and enhancing brand reputation.
- **Process:** Reviews resource efficiency and customer satisfaction to ensure practical implementation.
- **Market:** Aligns strategies with emerging trends and consumer demands to capture market share.



Choice of Solution

Evaluation Area	Performance Criteria	Key Performance Indicator (Specific Measurement)	Importance level (weight)	Score definitions			Alternative 1	Alternative 2
				Worst	Medium	Best		
				1	3	5	Clear Brand Positioning	Increase Awareness
Financial	Revenue	Short-term growth in Pixel product revenue (< 2 years)	Medium	Low	Medium	High	High	High
			0.15	< 5 mill.	2-5 mill.	> 2 mill.	5	5
		Long-term growth in Pixel product revenue (> 2 years)	High	Low	Medium	High	Medium / High	Medium
	Profit	Short-term profitability (ROI within 1 year)	0.2	< 5 mill.	2-5 mill.	> 2 mill.	4	3
			Medium	Low	Medium	High	Medium / High	Medium
			0.05	< 5 mill.	5-20 mill.	> 2 mill.	4	3
Risk	General risk and probability	Likelihood of failure (market entry or product performance risks)	Medium	High	Medium	Low	Medium	Low
			0.15	High risk	Moderate risk	Low risk	5	3
	Scalability	Potential for scaling production and market presence without operational strain	Medium	Low	Medium	High	Medium / High	High
			0.15	limited scalability	moderate scalability	high scalability	4	5
Strategic	Competitive Advantage Fit	Whether it can match the company's core advantages	Medium	Low	Medium	High	Medium / High	High
			0.01	Negative impact	Neutral impact	Positive impact	4	5
	Brand Reputation	Impact on brand image (KPI measured by surveys, market share, and sentiment analysis)	Medium	Low	Medium	High	Medium / High	High
			0.04	Negative impact	Neutral impact	Positive impact	4	5
Process	Resource Requirements	Budget and personnel required	Meduim	High	Medium	Low	High	Medium
			0.05	significant resources	moderate resources	minimal resources	3	1
	Customer Satisfaction	Net Promoter Score impact	Medium	Low	Medium	High	Medium / High	Medium
			0.1	< 5	5-19	>20	4	3
Market	Market Trends	Alignment with market trends	Medium	Low	Medium	High	Medium / High	High
			0.1	misaligned with trends	partially aligned with trends	strongly aligned with trends	4	5
			100%				4.25	3.8

Recommendation: Clear Brand Positioning (Alternative 1)

- **Key Evaluation Insights:**
 - **Financial Performance:** Alternative 1 excels in long-term revenue growth and sustained profitability, achieving a score of 4.25 versus Alternative 2's 3.8.
 - **Risk Management:** Alternative 1 demonstrates stronger scalability and risk mitigation, ensuring operational stability.
 - **Strategic Fit:** Clear Brand Positioning enhances competitive advantage and brand reputation more effectively.
 - **Process Efficiency:** Alternative 1 utilizes resources more efficiently while maintaining comparable customer satisfaction.
 - **Market Trends Alignment:** While Alternative 2 excels in trend alignment, Alternative 1 remains highly adaptable.

Final Recommendation:

Clear Brand Positioning is the optimal strategy for Google Pixel, offering superior scalability, brand strength, and sustainable financial growth to secure a competitive market position.

Evaluation Area	Performance Criteria	Key Performance Indicator (Specific Measurement)	Importance level (weight)	Score Definition			Alternative 1 Clear Brand Positioning	Alternative 2 Revenue Maximization
				Weight	Medium	Best		
Financial	Revenue	Short-term growth in Pixel product revenue (0-2 years)	Medium	Low	Medium	High	High	High
		Long-term growth in Pixel product revenue (3-5 years)	High	< 1 mil.	1-4 mil.	> 4 mil.	Medium/High	Medium
	Profit	Short-term profitability (EBIT within 1 year)	Medium	Low	Medium	High	Medium/High	Medium
Risk	General risk and probability	Likelihood of failure (market entry or product performance risks)	Medium	High	Medium	Low	Medium	Low
		Potential for scaling production and market presence without operational strain	Medium	High risk	Medium risk	Low risk	Medium/High	High
	Scalability		High	Limited scalability	moderate scalability	high scalability	4	5
Strategic	Competitive Advantage Fit	Whether it can match the company's core advantages	Medium	Low	Medium	High	Medium/High	High
	Brand Reputation	Impact on brand image (KPIs measured by surveys, market share, and sentiment analysis)	High	Negative impact	Neutral impact	Positive impact	4	5
			Medium	Negative impact	Neutral impact	Positive impact	4	5
Process	Resource Requirements	Budget and personnel required	Medium	High	Medium	Low	High	Medium
	Customer Satisfaction	Net Promoter Score impact	Medium	significant resources	moderate resources	minimal resources	3	3
			Low	< 5	5-10	> 10	Medium/High	Medium
Market	Market Trends	Alignment with market trends	Medium	Low	Medium	High	Medium/High	High
			0.1	misaligned with trends	partially aligned with trends	strongly aligned with trends	4	5
			100%				4.25	3.8

5. Six MONTHS PLAN

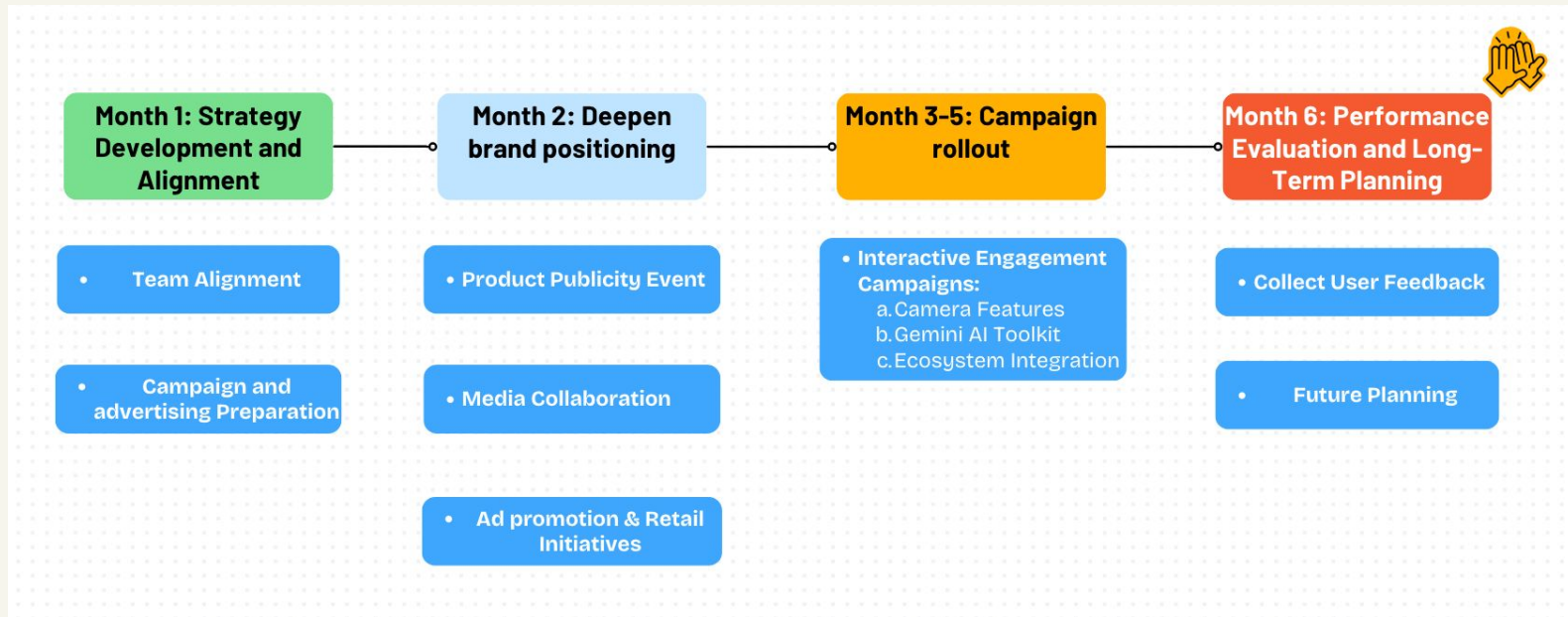


6 MONTHS PLAN

Positioning Google as the Icon of High-End Technology



Slogan: "Google Pixel: High-End Technology, Capturing Perfection with Every Shot."





Thank You!

