Teaching Notes

For

KTM Sportmotorcycle AG

Customer Profiling in the Motorsports Business

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Aim

This case study aims at the assessment of customer needs and at gaining customer information (customer identification). Participants will be able to apply the methods of profiling and segmentation of customers in the motorcycle business. The case study is dedicated to courses in marketing, sales or distribution management of business programs.

Area

Teaching module, the case study is embedded in several modules within customer profiling in the motorsports business. Among those are included the methods of gathering and analyzing market, customer and competitor information, methods of profiling and segmentation, automotive trends and market key indicators (MKIs) in automotive retailing.

Short Summary

A motorcycle rider turned his passion into his daily job and started working as a dealer for KTM Sportmotorcycles. In the course of a KTM dealer conference he meets some of his fellow colleagues and is starts a discussion about different criteria for identifying the various types of customers and their specific needs. The students are asked to apply these customer profiling methods and to associate specific products to the individual profiles.

Discussion points:

- Why is it important to consider different customer profiles with different needs and expectations?
- On the basis of which criteria can you identify different motorcycle customer profiles?
- Taking your selected criteria which specific customer profiles can be identified?
- How can the dealer gather and analyze data from existing and potential customers?
- In which type of customer profile would you put the motorbike dealer Peter?
- Associate each of the identified customer profiles with one of the described KTM motorbikes.

Target audience

Target audience for teaching: The case study is dedicated to courses of marketing, sales or distribution management of business programs.

Target audience for training: Target audiences are dealership owners, general managers and other management staff as well as salespersons and other customer-facing staff.

Teaching outline

The case study can be used in two units of 90 minutes each. The first unit is divided in a case study presentation with additional material and students` individual work on the tasks (including additional research referring to the motorbike market). In the second session the results of the students and the methodology of customer profiling are presented and discussed. Two approaches can be used: 1) Students answer all problem questions and summarise all at the end or 2) Students answer questions and summarize after each one. Later on a video about customer profiling in the motorsports business can be shown.
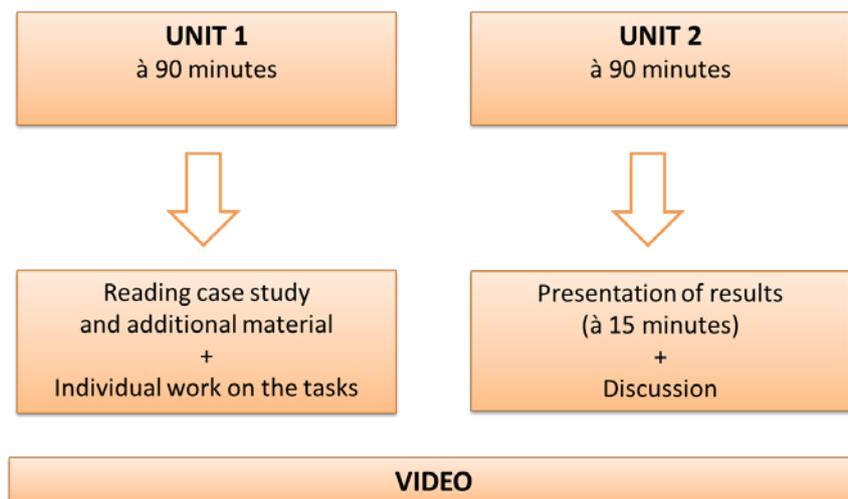
Supporting material and literature

[1] Christmas, S., Young, D., Cookson, R., Cuerden, R. (2009): Passion, performance, practicality: motorcyclists' motivations and attitudes to safety – motorcycle safety research project; Published Project Report PPR442, London: DfT Publications/Transport Research Laboratory Limited.

[2] Davenport, T. H., Harris, J. G., & Kohli, A. K. (2001). How Do They Know Their Customers So Well?. MIT Sloan Management Review, 42(2), 63-73.

[3] KTM (2013): Image and product video, Video, available on http://www.new-distribution-skills.eu/

[4] McLoughlin, D., Aaker, D. A. (2010): Strategic market management. Global perspectives. 1st ed. Hoboken, N.J: Wiley.

[5] Schouten, J. W., & McAlexander, J. H. (1995). Subcultures of Consumption: An Ethnography of the New Bikers. Journal Of Consumer Research, 22(1), 43-61.

Note: Contact authors for more information about case study