

A high-contrast, black and white image of the front of a car, showing the grille, headlights, and bumper. The image is used as a background for the text.

**Development of Product Marketing & Technical Highlights :  
Case study Saga BLM**

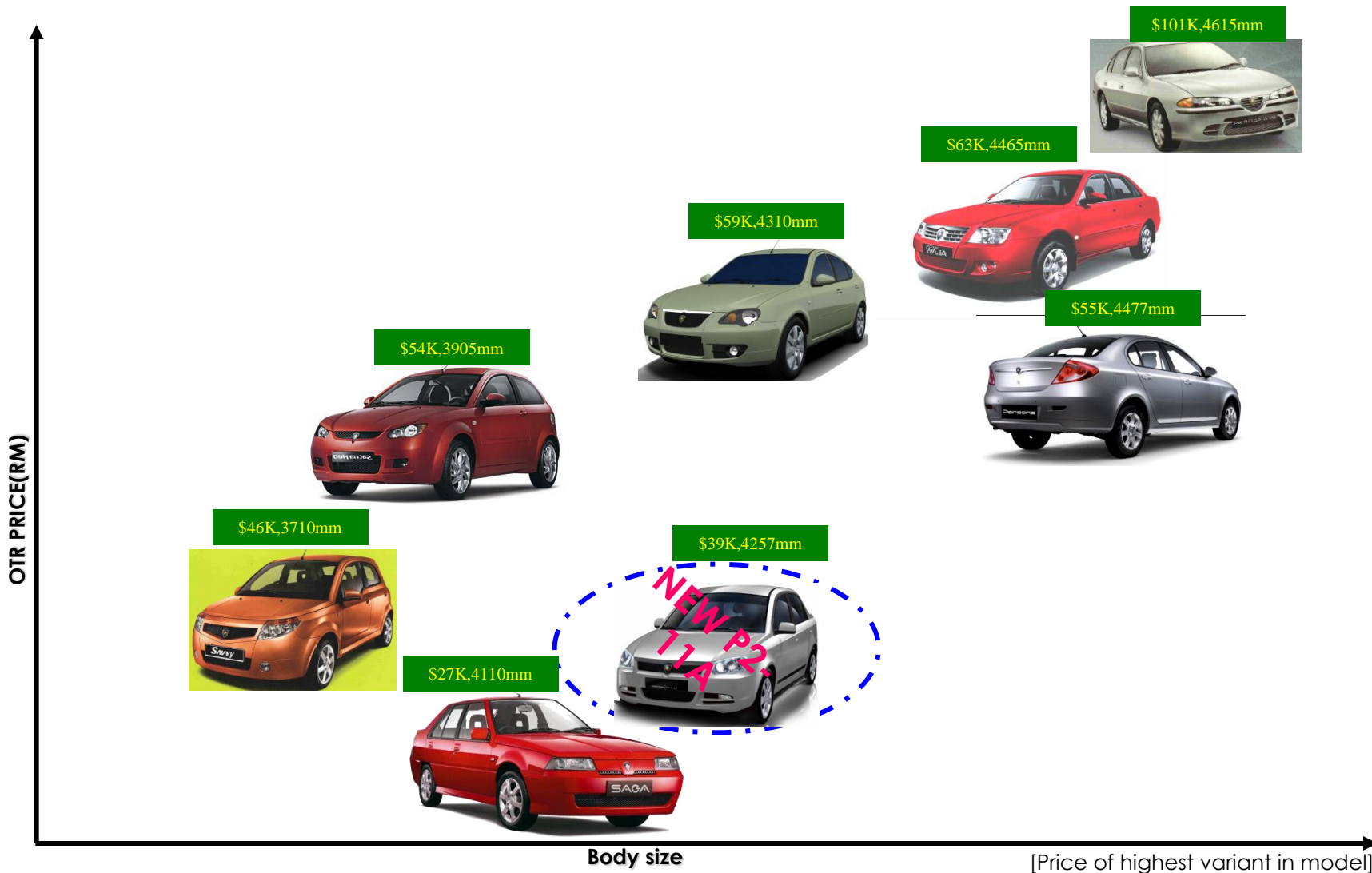
**Ir Sukhairul Nizam bin Abdul Razak**

<https://www.irsukhairul.com>

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P2-11A was positioned just below the Savvy and above the Saga.

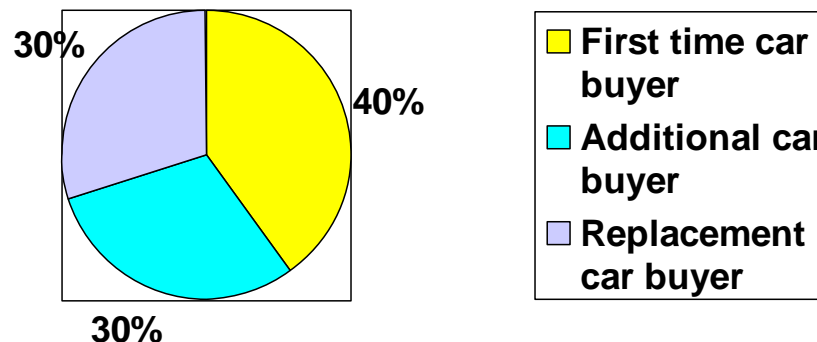


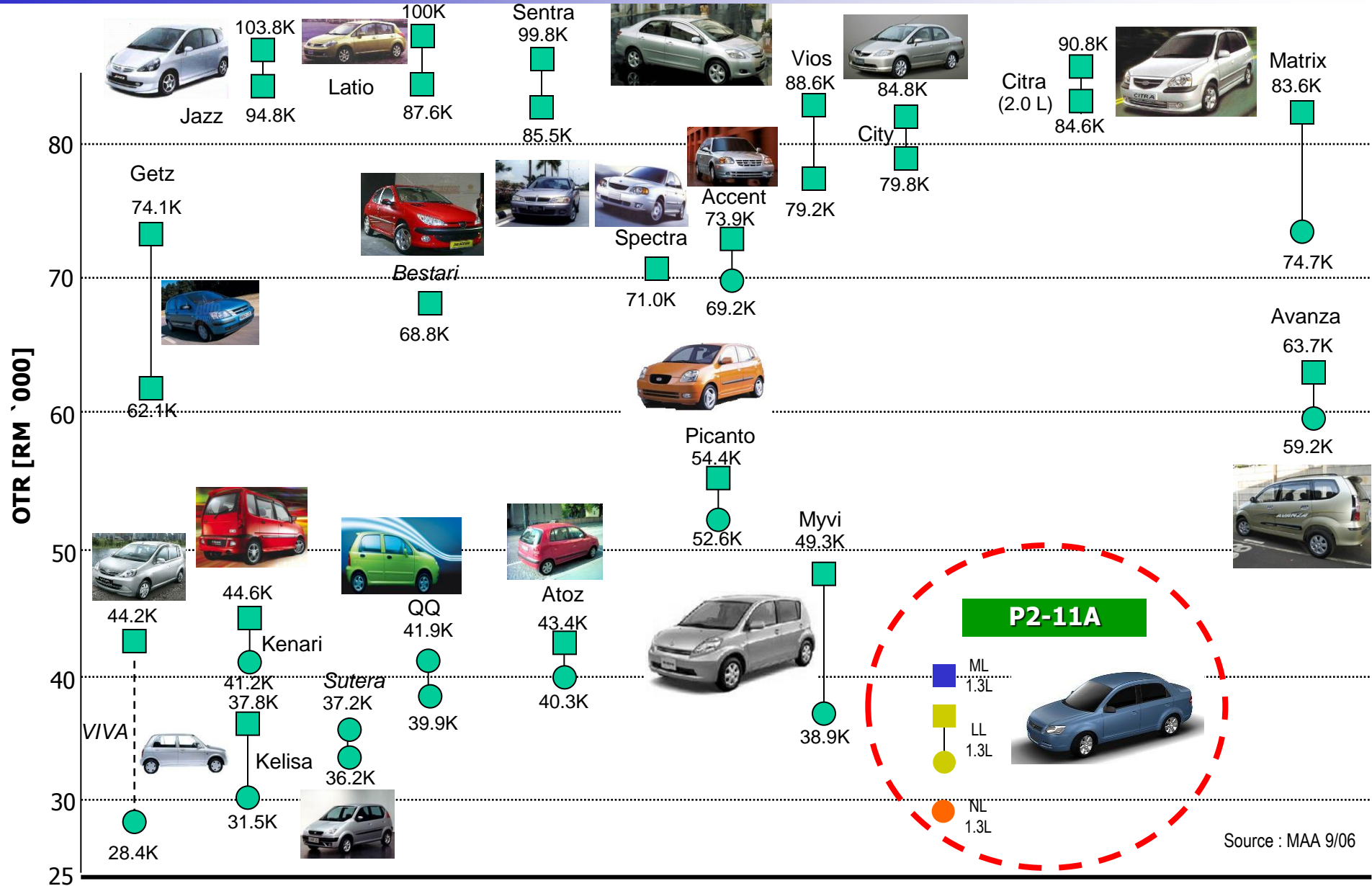


### \*Who are potential P2-11A customers?

- The P2-11A will generate sales from buyers who are looking for a **affordable car, spacious interior & cargo room, lower fuel consumption and maintenance cost, easy to drive, good ride & handling and attractive style.**
- Most of the potential buyers (40%) are **first time buyer** who previously own **motorcycle or used car** group. 30% of the next potential buyers are **replacement car buyer** that previously owned **Saga or Perodua**. The balance of it (30%) are the **additional car buyer** especially for **house wife** or **parents buying** car for their **kids**.

### P2-11A's CUSTOMER





Source : MAA 9/06



**WHO?**

- Applicable for all age group
- Clerical/Executive/ Housewife /Self employed



**WHERE?**

- Age : 18 ~ 55 years old
  - Single or family
  - Income individually : Above RM 1,200 a month
- Population : Both urban & rural areas



**WHY?**

- Looking for a simple, affordable and practical entry level sedan that consider as "People's Car"





Exterior Colors

**BASED LINE  
COLORS**



**Solid White**

**LOW LINE  
COLORS**



**Solid White**



**Genetic Silver**



**Mountain Blue**



**Metallic Black**



**Zircon Green**



**Granite Grey**

**MEDIUM LINE  
COLORS**



**Solid White**



**Genetic Silver**



**Mountain Blue**



**Metallic Black**



**Zircon Green**



**Granite Grey**



**A simple and practical new sedan with a proven & improve engine and transmission at a very affordable price in it's segment.**

Simple style  
people's car

Enhanced  
occupant's  
safety

**P2-11A SEDAN**

Spacious and  
practical

Performance &  
value for money



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# **THE END**

## **NOTES TO ALL FRONT LINERS**

**YOU NEED TO PRESENT OUR PRODUCT TO CUSTOMER USING 6 POINT TECHNIQUES. YOU MUST READ THE OWNER'S MANUAL TO UNDERSTAND MORE ON THE PRODUCT FUNCTIONS. FOR ANY DETAIL TECHNICAL MATTERS, KINDLY CONSULT YOUR AREA SERVICE PERSONALS.**

# **HAPPY SELLING**

**GENERAL INQUIRIES & FEEDBACK – 1300-880-888**

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