

**ANALYSIS OF ASTON MARTIN'S MARKETING  
AUDIT IN THE UNITED KINGDOM**

**THESIS**

**Submitted as Partial Fulfillment of the Requirements for Degree of *Sarjana Manajemen*  
(SI) in International Business Management Program of Faculty of Business and  
Economics Universitas Atma Jaya Yogyakarta**



**Arranged by:**

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**FACULTY OF BUSINESS AND ECONOMICS  
UNIVERSITAS ATMA JAYA YOGYAKARTA**

**2024**

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**STATEMENT OF APPROVAL**

**Analysis of Aston Martin's Marketing  
Audit in the United Kingdom**



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## **STATEMENT OF AUTHENTICITY**

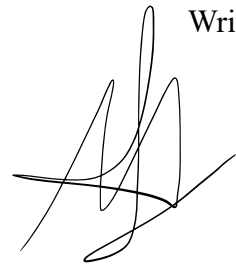
I, the author of this thesis, entitled:

### **ANALYSIS OF ASTON MARTIN'S MARKETING AUDIT IN THE UNITED KINGDOM**

is my own writing. The part of my writing does consist of others writing that I have cited and mentioned in references. I would like to take full responsibility of losing my degree that has been given by Universitas Atma Jaya Yogyakarta, if I have done plagiarism on this research.

Northampton, 1 May 2024

Writer,



**Maria Angelina Ayu Sulisty**

## ACKNOWLEDGEMENT

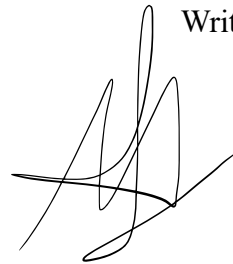
All praise to God for His abundant blessings and guidance, which have been instrumental in enabling the researcher to complete this undergraduate thesis titled "Analysis of Aston Martin's Marketing Audit in the United Kingdom." The successful completion of this work is a testament to His support and grace. The researcher wishes to extend her deepest gratitude to the numerous individuals whose encouragement, guidance, and invaluable advice have significantly contributed to this achievement. Their support has been a cornerstone throughout the entire process, and their contributions are deeply appreciated. The researcher acknowledges and expresses heartfelt thanks to:

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The researchers realize that this thesis has limitations and is not free from errors and deficiencies. Therefore, the authors expect all criticism and suggestions that can make the research better. Finally, the researcher would like to thank and hope that this thesis can be useful for readers.

Yogyakarta, 10 August 2024

Writer,

A handwritten signature in black ink, consisting of several overlapping loops and lines, positioned to the left of the word 'Writer,'.

**Maria Angelina Ayu Sulisty**

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## ABSTRACT

This marketing audit analyzes Aston Martin's strategy and performance in the UK market, focusing on company background, macro and micro analyses, and competitor analysis. The audit identifies strengths such as a superior driving experience, Formula 1 success, and a diverse model lineup that enhances market reach and maintains exclusivity. However, weaknesses include limited personalization options, the absence of an ownership program, and reliance on an American battery supplier. Opportunities include UK tax reductions, the shift to electric vehicles, and sustainability efforts, while threats arise from economic instability and shifting consumer preferences toward eco-friendly vehicles. To address these challenges, Aston Martin proposes strategic initiatives, including the Accelerated Electric Vehicle (EV) Strategy to develop fully electric cars and reduce battery supply dependency. The Enhanced Personalization Programme will offer extensive customization options, while an Ownership Application will enhance customer service. An Ambassador Programme featuring prominent figures and a digital marketing strategy targeting TikTok and Instagram aim to increase brand visibility and strengthen Aston Martin's position in the luxury automotive market.

**Keywords:** *Marketing audit, Strategy, Sustainability, Luxury automotive industry*