
BMW


EXIT

Very useful

BMW's MARKET POSITION

BMW and Competitors



Toyota



Volvo



Nissan

Toyota's target audience is diverse, encompassing individuals and families seeking reliable, fuel-efficient, and practical transportation. The brand's extensive lineup caters to a broad spectrum of consumers with varying needs and preferences, as compared to BMW.

Volvo strategically places emphasis on safety, practicality, and sustainability in its brand positioning. This targeted approach is tailored to resonate with a safety-conscious audience, appealing to those who prioritize the well-being of their families and the broader sustainable aspects of their lifestyle.

Nissan strategically positions itself as a brand that combines affordability with innovation, offering a diverse range of practical vehicles. This positioning is designed to appeal to a wide consumer base seeking reliable and cost-effective transportation, while still valuing technological advancements.

Sharvari Jatgaonkar | PGS | SACDpro

Very useful

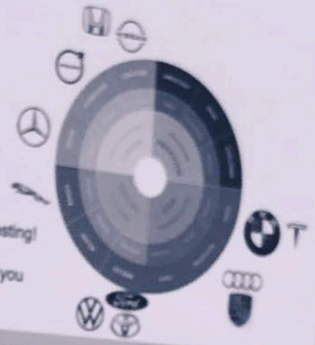
BRAND ARCHETYPE

Primary
Hero

BMW aligns with the Hero archetype, emphasizing courage, a quest for excellence, and a unique driving experience through innovation and individuality.

Secondary
Creator

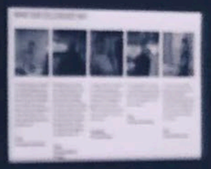
Tertiary
Explorer



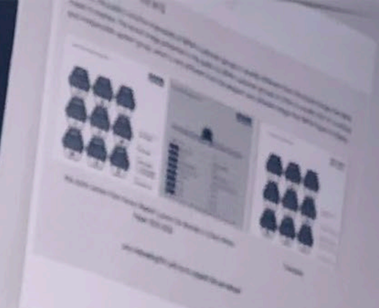
Very interesting!

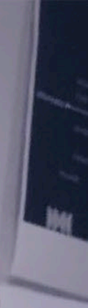
Where did you find this?

WORK EXPERIENCE



BMW's job page emphasizes their appeal for diversity and innovation. By comparing review sites and BMW staff interviews, BMW has fairly good ratings as an employer. The majority of employees on review sites say that their work at BMW runs smoothly, has good support, and is reasonably intense. The only thing that has some negative comments are about the pay and senior staff. The official BMW behind-the-scenes interviews show that as a cutting-edge company in the industry, BMW offers its employees the opportunity to innovate and be challenged, and find working at BMW is exciting, especially for technical employees.





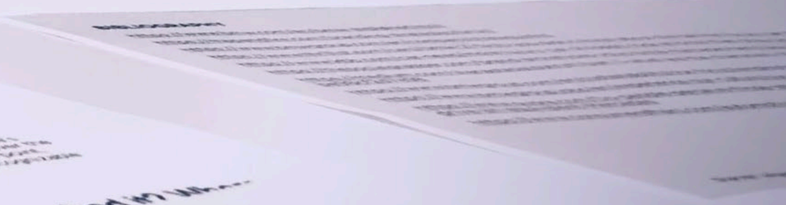


BMW



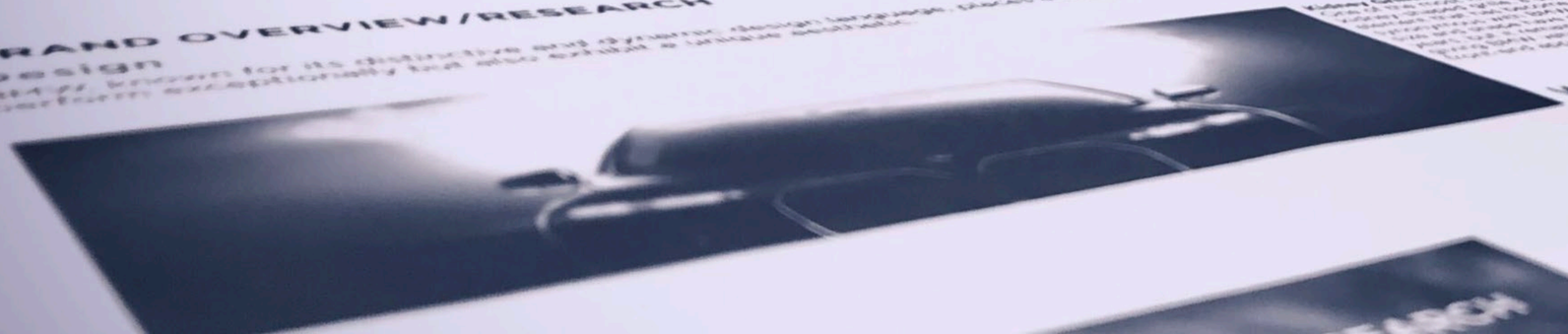
BRAND OVERVIEW/RESEARCH



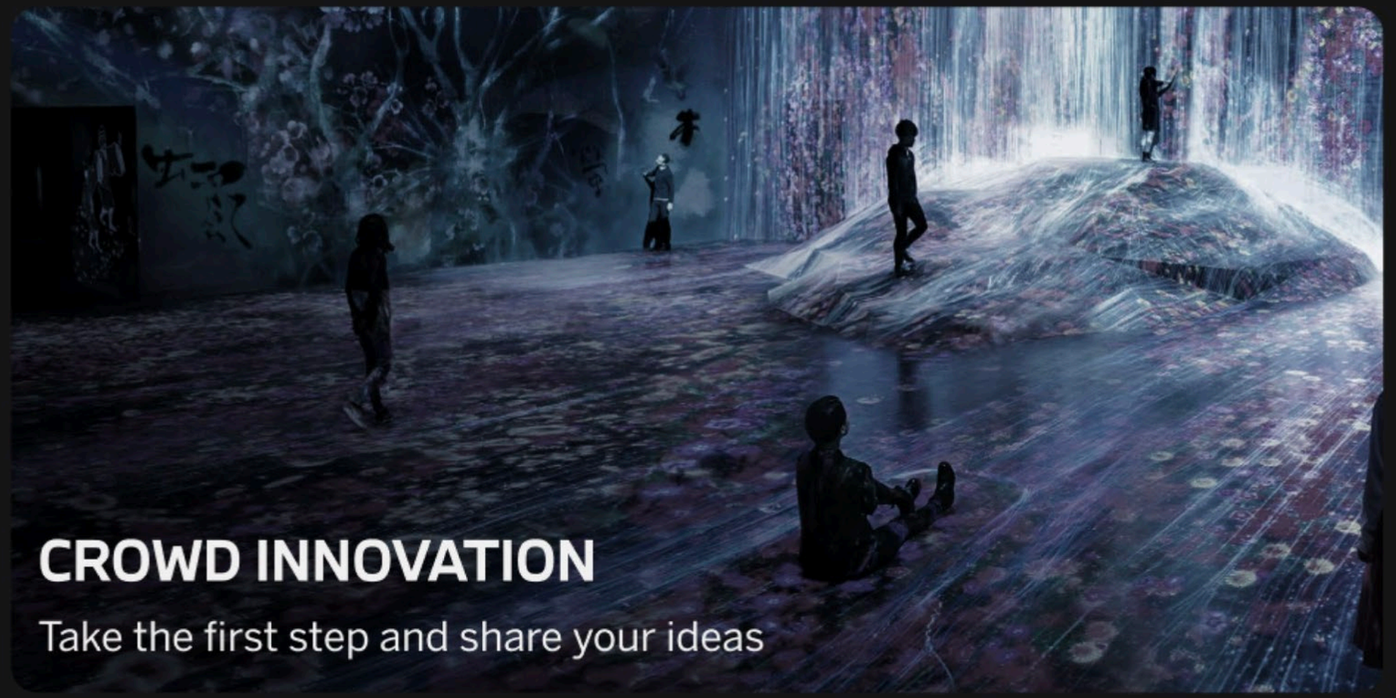


BRAND OVERVIEW/RESEARCH

Design



What inspired it?



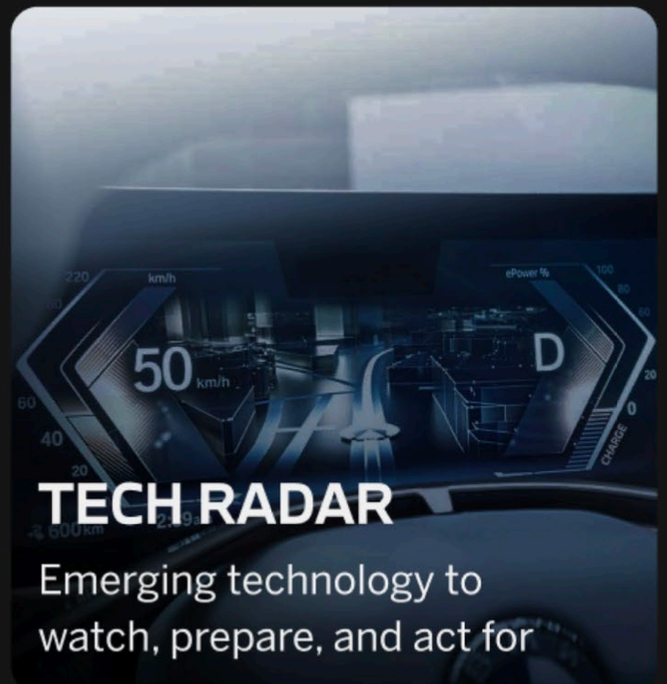
CROWD INNOVATION

Take the first step and share your ideas



X-LABS

Workshops on upskilling



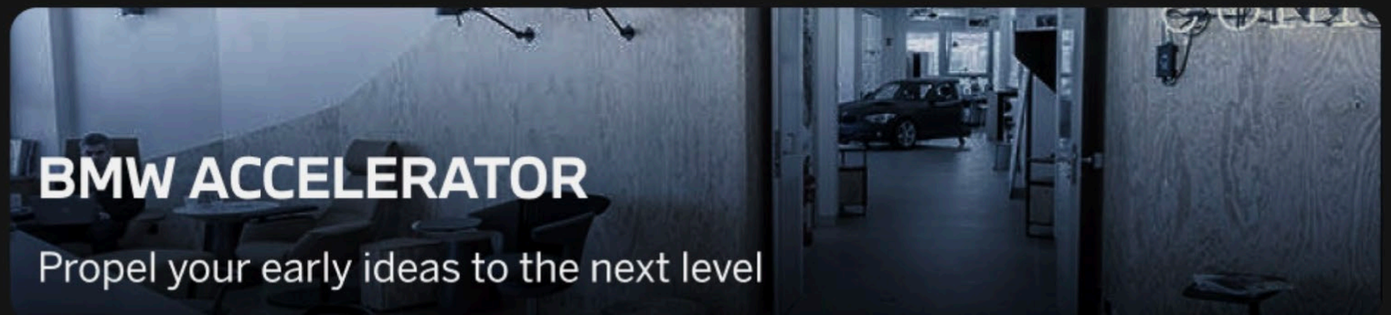
TECH RADAR

Emerging technology to watch, prepare, and act for



STARTUP GARAGE

Venture client that contributes to innovation

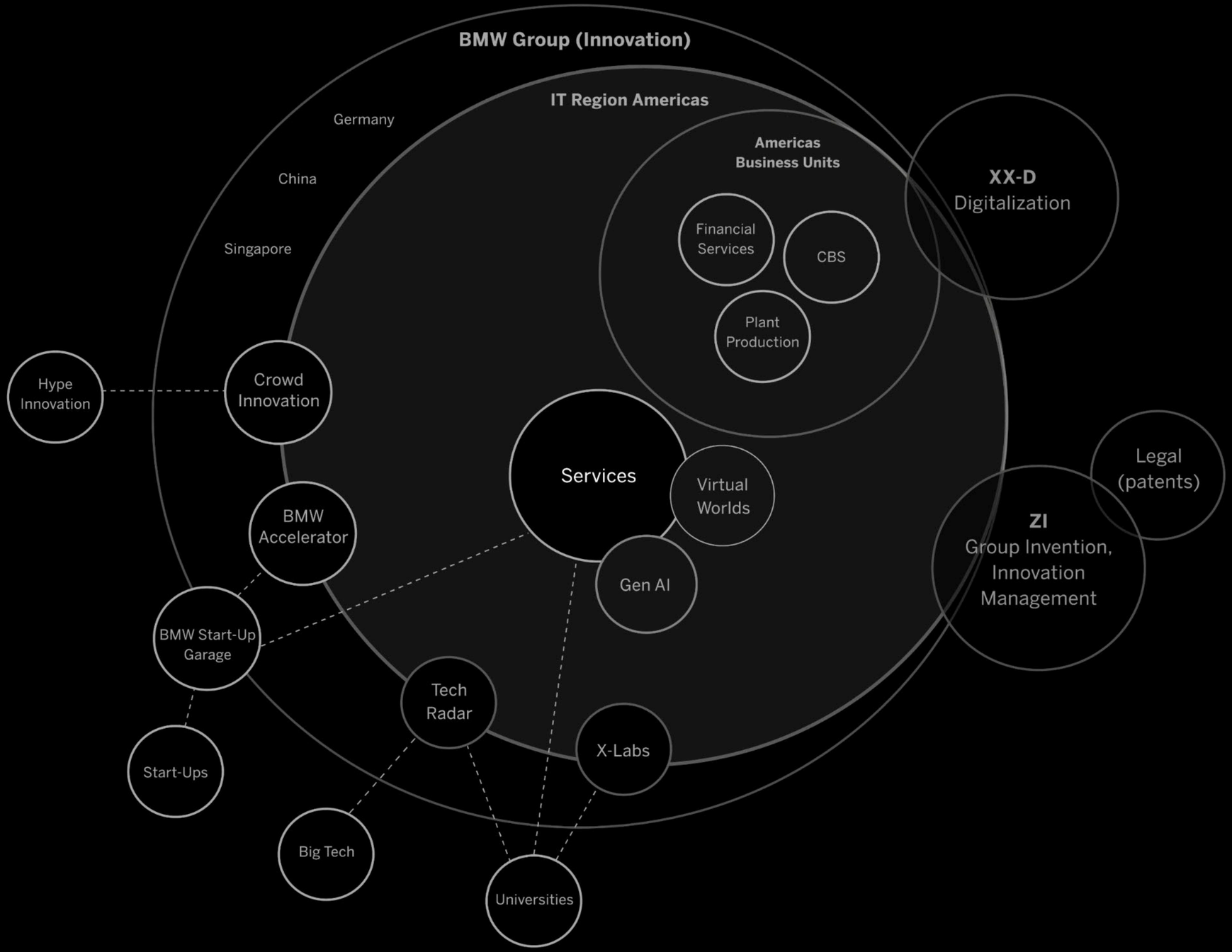


BMW ACCELERATOR

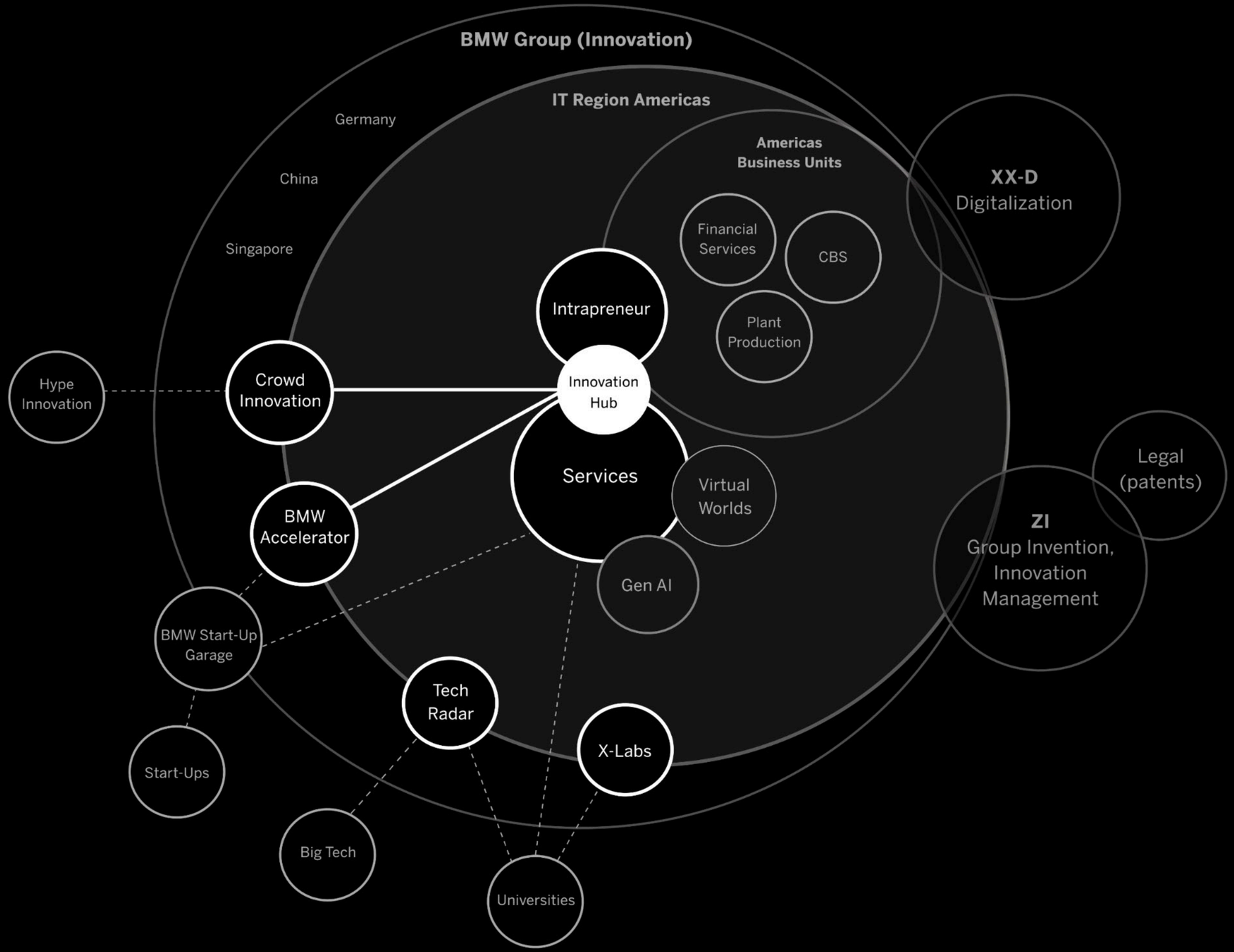
Propel your early ideas to the next level

STAKEHOLDER MAP

STAGE 0



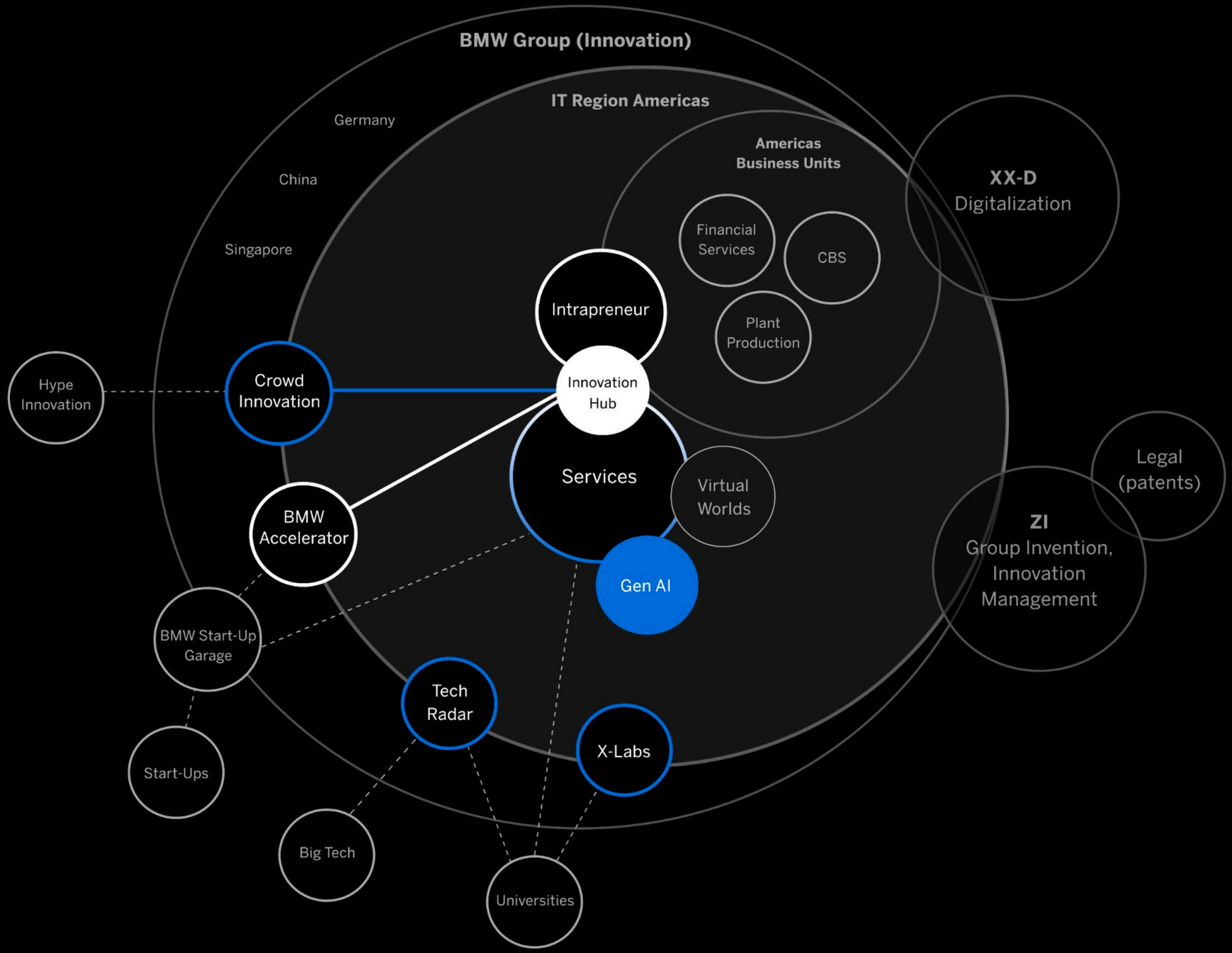
STAKEHOLDER MAP
STAGE 1



LEGEND

Stage 1 New or Affected Components

STAKEHOLDER MAP
STAGE 2

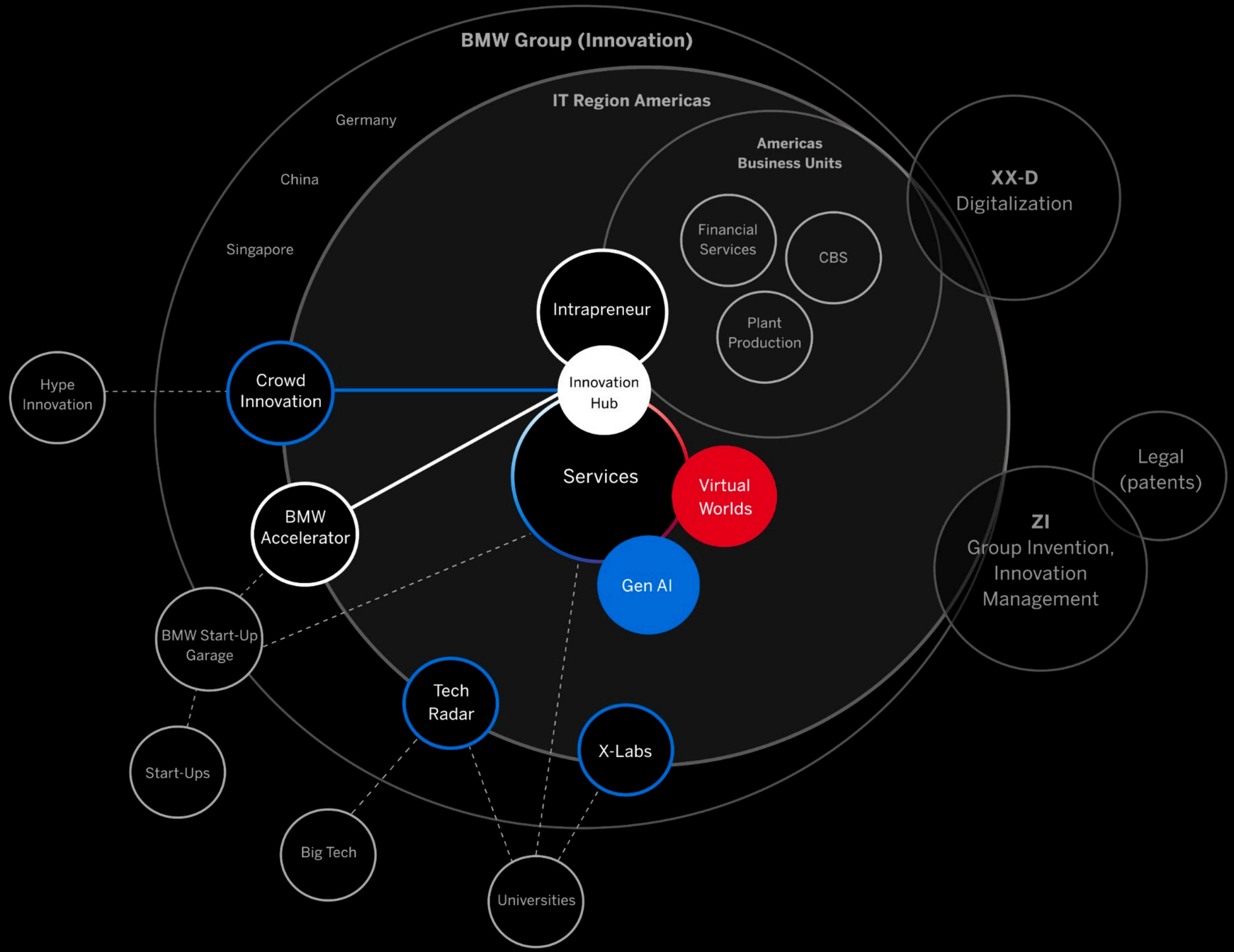


LEGEND

Stage 1 New or Affected Components

Stage 2 New or Affected Components

STAKEHOLDER MAP
STAGE 3



LEGEND

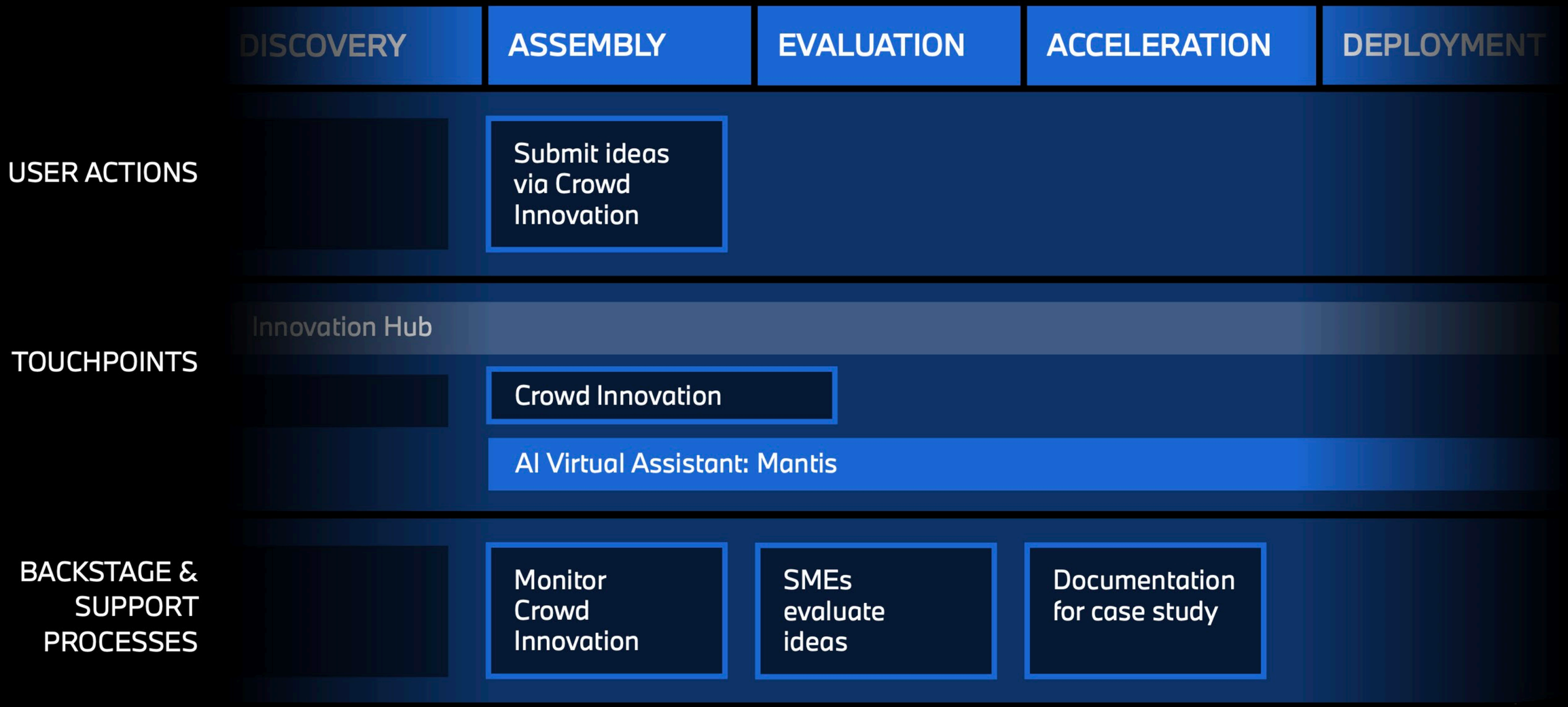
- Stage 1 New or Affected Components
- Stage 2 New or Affected Components
- Stage 3 New or Affected Components


BMW Welt

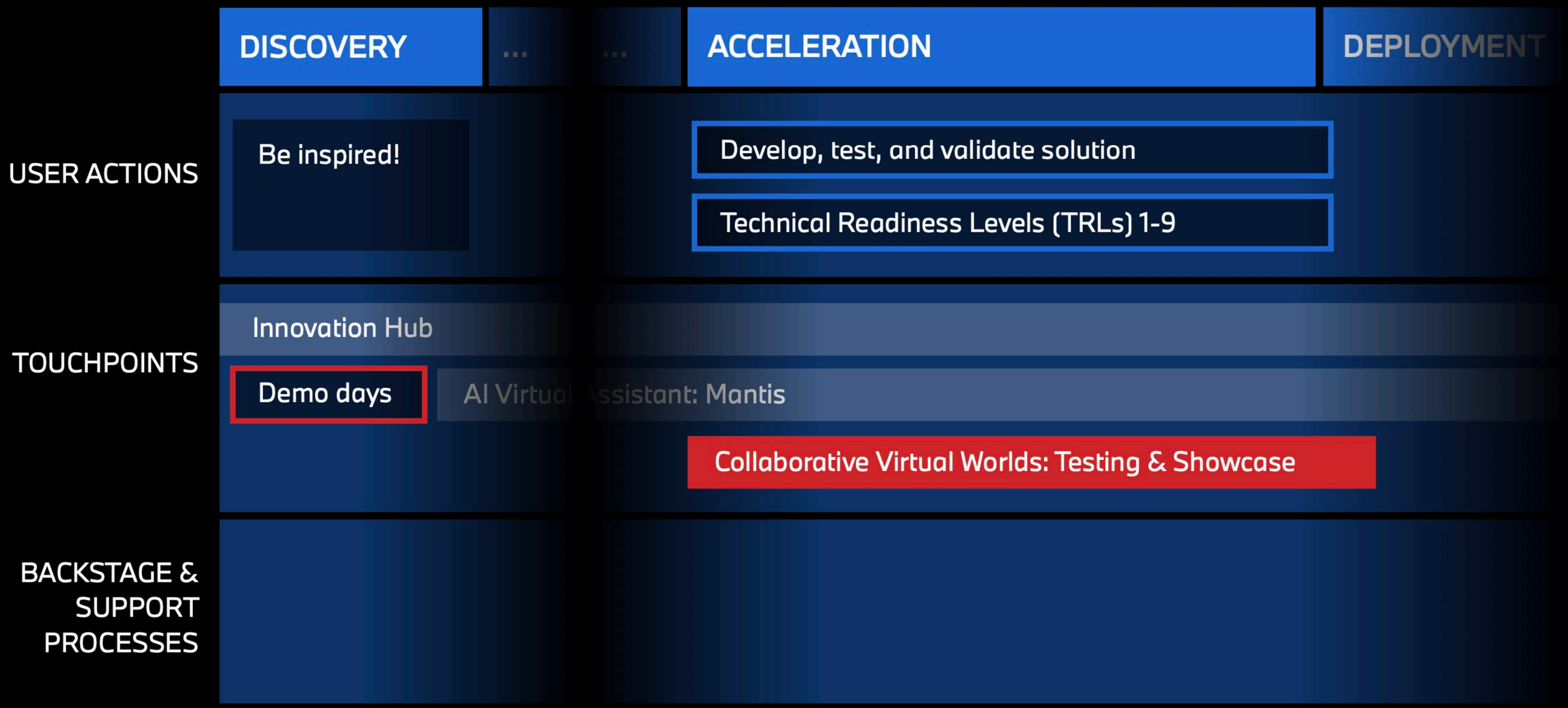
STAGE 1 BLUEPRINT HIGHLIGHTS

	ACCELERATION	DEPLOYMENT		
USER ACTIONS		Deploy idea for industrialization	Get recognized	
TOUCHPOINTS		Innovation Hub	LinkedIn post	
			Award	
			Gift package	Tech Radar
BACKSTAGE & SUPPORT PROCESSES			Share, congratulate, appreciate	Document

STAGE 2 BLUEPRINT HIGHLIGHTS



STAGE 3 BLUEPRINT HIGHLIGHTS




BMW
SCADpro
THE i7


BMW x SCADPRO
SCAD