Campos OBLIGATORIOS / NAHITAEZ bete beharreko eremuak

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- Trabajo Fin de Máster (TFM) / Master Amaierako Lana (MAL) ☐

**Título del TFG/TFM / GAL/MALaren izenburua:** Plan de Marketing de la línea de productos “INGEREV” de Ingeteam.

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**UPNA / NUP ✓**

**Otro (Indicar) / Beste bat (Jarri) [ ]

**Codirector, si existe / Zuzendarikidea, halakorik badago**

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**Inglés / Ingelesa**

**Abstract (Resumen de 100-250 palabras)/ Abstract (Laburpena 100-250 hitzetan)**

The main objective of this project is to define a specific marketing plan for a product line of Ingeteam related to electric mobility: “charges for electric vehicles”.

Ingeteam is a market leader specialising in the development of electrical equipment, motors, generators, frequency converters, electrical engineering and generation plants. The company primarily serves four key sectors: energy, industry, marine, and rail traction.

Ingeteam Power Technology, which is located in Sarriguren (Navarra), is the division of the company specializing in renewable energies and it is the place where the product line manufacturing takes place. As it is a new product, it is necessary to perform a good marketing plan in order to advertise it and to encourage the purchase of the most innovative people.

The marketing objectives have been obtained from the SWOT matrix. The main results of this analysis are the lack of brand awareness, the fact that the only product sales are sales through distributors, the ignorance of the electric vehicle and the lack of them in the market.

The specific goals of the project are: (i) to increase the sales; (ii) to exceed the European average of the product knowledge of the product; (iii) to increase the brand awareness. In order to satisfy the need detected, some marketing pricing, distribution and communication strategies have been defined to be developed for a maximum period of one and a half year. In order to achieve the marketing objectives, a budget around 114,000 € has been estimated.
### Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)

- Marketing plan
- Ingeteam
- Electric vehicle
- Electric charge

### Campos OPTATIVOS / AUKERAKO eremuak

<table>
<thead>
<tr>
<th>Idioma</th>
<th>Abstract (Resumen de 100-250 palabras) / Abstract (Laburpena 100-250 hitzetan)</th>
<th>Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)</th>
</tr>
</thead>
<tbody>
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<tr>
<td>Euskera</td>
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<td>Otro Idioma</td>
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