



Scuderia AddaDaas – SIM Summary 2

Quarter 3–4 Strategic Report

Primary Segment: Speed (Expansion into Recreation in Q4)



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Strategic Evolution: Focus → Expansion

- » Q3: Focused targeting strategy on Speed segment
- » Q4: Expanded to Recreation segment (dual targeting)
- » Introduced second brand to capture broader demand

Analysis:

- » Q3 reflects concentrated targeting strategy
- » Q4 reflects market expansion strategy
- » Tradeoff:
 - Focus = stronger positioning
 - Expansion = diluted resources



Product Strategy Across Segments



Scuderia Vento (Speed):



- High-performance design
- Racing tires, aerodynamic features
- Positioned for **speed + elite performance**

Scuderia Vita (Recreation):

- Comfort-focused design (relaxed frame, gel seat)
- Hybrid tires, basket, suspension
- Positioned for **ease + comfort**

Scuderia Vita (Recreation):



- Comfort-focused design (relaxed frame, gel seat)
- Hybrid tires, basket, suspension
- Positioned for **ease + comfort**



Analysis:

- Clear segmentation-based product differentiation
- Each product tailored to distinct customer needs



Title: Dual Pricing Strategy



- Vento: **\$1,179 (premium pricing, no rebate)**
- Vita: **\$869 + rebate (value-oriented pricing)**

- Vento targets **low price sensitivity (Speed)**
- Vita targets **higher price sensitivity (Recreation)**
- Demonstrates **price discrimination across segments**



Promotion Mix Expansion



Q3:



Solo Scuderia ad



15 local inserts



Minimal digital (\$3K)

Q4:



Vento Vibe ad



25 local inserts



Digital marketing:

- Website + Social media = \$11K



Analysis:

- Shift from **traditional-heavy** → **integrated promotion mix**
- Increased investment in **pull strategy (digital awareness)**
- Goal: improve **marketing effectiveness + reach**



Distribution Strategy (Push Focus)



Current Strategy



NYC store maintained

- 4 Speed specialists
- 1 support



Analysis:



Strong **push strategy** via **personal selling**



BUT:

- Sales force still heavily focused on Speed
- Weak alignment with new Recreation segment



Performance Implications



- ↗ Increased marketing investment (ads + digital)
- ↗ Expanded product portfolio
- ↗ Maintained premium positioning in Speed

🔍 Analysis:

- ⚙ Expansion likely reduced strategic focus
- ⚙ Resources split across two segments

⚡ Misalignment:

- Sales force = Speed
- Marketing = both segments

Strategic Learnings



- ↓ Over-expansion weakened competitive position
- 🚩 Need to dominate one segment before scaling
- ⚙️ Importance of aligning:
 - Product
 - Promotion
 - Sales

Next Steps:

- ➡️ Refocus on **Speed segment dominance**
- 📣 Improve **marketing effectiveness**
- 🤝 Align sales + marketing with segmentation

Biggest mistake in the sim:



Expanding to Recreation **before dominating Speed**



Team Contributions
Lokesh Addagiri and Chirag Daas worked on every decision and slide collaboratively.



Google. (2026, March 18). *“Beautify this slide feature”* [Image Generation Google Slides feature]. Gemini 3.