

The goal of this study was to examine Mitsubishi Forklift Trucks brand identity and product design and understand its position under the joint venture Mitsubishi Caterpillar Forklift Europe (MCFE).

The first phase brings out that the company is dealing in B-to-B environment where the set-up creates a problem whether to focus on the end-user or on the customer, however when successfully applying user experience the matter can be surpassed by creating products that benefit both parties. Further on, the research identifies that Mitsubishi forklifts do not present its core values in a coherent way. Portfolio lacks similarities and is mixed with another brand under MCFE - Rocla. Mitsubishi trucks have very few distinctive elements to differentiate in the highly competitive saturated market. Within the analyse part it becomes clear that there is a gap between Mitsubishi's brand promise and product image. The study focuses on the aspect of product design and branding in order to close that gap and stand out in the market.

In order to find out what are the right means to become a distinctive brand a specially adapted product attitude survey (page 55) was conducted with Mitsubishi forklift users. The results gave valuable insights of the desired preferences and led to understanding of necessary semantics to consider in the product concept phase.

As MCFE uses Rocla's warehouse equipment to offer full range product portfolio then some of the visual elements of those two brands were integrated.

The study concludes with a thorough brand strategy that consists of redefined core values, visual positioning, design principles and signature elements. The aim of this brand pyramid is to provide a more solid brand strategy with distinctive design language that would improve Mitsubishi Forklift Trucks market position and reposition brand's focus in Europe. Successfully implementing these improvements would result in a distinctive and coherent product portfolio.