**MGT301 GDB Fall 2022**

**Solution:**

The answer of the above scenario is **yes**, because **KIA Stonic** is able to control the market because of its low price against competitors like Honda BR-VI-VTEC, Toyota Corolla Altis X Automatic 1.6 Special Edition and Honda Civic 1.8 I-VTEC CVT and City Aspire 1.5i-VTEC CVT respectively.

The Stonic is reasonably likeable car, with solid, uncontroversial styling on outside and a descent interior that has been designed for budget friendly customer.

**Arguments:**

1. ***Reasonable Price:***

*As we know Stonic model car by KIA launched with* ***descent price****, it is cleared that it captured most attention from buyers. KIA Stonic used market penetration price range because its price is lower than the other car companies and models. Kia Stonic launched with same features and specifications as others company car were launched, but* ***low price is major factor*** *for KIA to cover the Pakistani market.*

1. ***Design according to its price:***

*KIA Stonic car design was also played a major contribution in its market sale in a low budget segment. It contains some great about features like quality of product, design and look.*

*KIA Stonic has:*

* *6" Alloy Wheels.*
* *8" Touchscreen Display.*
* *Apple CarPlay & Android Auto via Connectivity.*
* *Air Conditioning.*
* *Forward Collision-Avoidance Assist (FCA) (City/Pedestrian/Cyclist).*
* *Rear Parking Sensors.*
* *LED Daytime Running Lights.*
* *Cruise Control & Speed Limiter.*

1. ***Engine and Speed according to its price:***

*Kia Stonic has* ***1400CC MPI engine****, which produces 99hp and 134 NM-torque, which is very well enough in this price range. Max speed is* ***220 KM/H*** *and it is good speed for driving car in Pakistan. No other company provides that engine and speed in this price range.*

*According to above mentioned arguments, competition with this price range, KIA Stonic is successful to capture the car market in Pakistan.*