Maruthi suzuki india

GC for women, srikakulam

Group members

- 1) Team lead member (potnuru.Anupama)
- 2) Team member (Reesu.jagadeeswari)
- 3)Team member(pydi vasavi)
- 4) Team member (sarithi.pooja)



Part 1:

Brand study
Competitor analysis
& Buyer's/Audience's Persona

Brand Study:

Reasearch brand:

- Maruti suzuki is a well known Automobile Manufacturer in india
- They are known for producing a wide range of vehicles, Including popular designs Like the shift, Alto, baleno and vitara brezza.
- Maruthi suzuki is a strong presence in the indian market and is known fo it's realiable cars, good after sales service and extensive dealer shop network
- The brand has built a reputation for offering value for money vehicles that cater to various segments of the market.
- Until recently,18.28% Of the company was owned by the indian government and 54.2% by suzuki of japan
- The company anually exports more than the 50,000 cars and has an extremely large domestic Market in India Selling over 7,40,00 cars annually
- Maruti 800 till 2004 was the India's largest selling compact car ever since It was launched in 1983

Mission:

- Maruti suzuki India's mission is to provide affordable and reliable transportation Solution people to India
- They aim to create value foe their customers by offering high-quality, fuel efficient vehicles that cater to the diverse needs of Indian customers.
- Maruthi suzuki also focuses on innovation Sustainability and customer satisfaction in all aspects of their operation



Values:

- Maruti India suzuki uploads several core Values that guide their actions and decisions.some of the keyvalues include:
- 1. Customer centricity: Maruti Suzuki India upholds several core values that guide their actions and decisions. Some of the key values include
- 2. Innovation: They value innovation in both products and processes, constantly striving to improve and stay ahead in the automotive industry.
- 3. Integrity: Maruti Suzuki operates with integrity, honesty, and transparency in all their dealings, building trust with customers, partners, and stakeholders
- 4. Quality: They are committed to delivering high-quality products and services, maintaining a standard of excellence in everything they do.
- 5. Sustainability: Maruti suzuki values sustainability and works towards reducing their environmental impact through eco-friendly practices and intiatives

PRODUCTS



Eeco



A-Star



Hnogett



Grand Vitara



Stiffe.



5364



Alto



Zen Estilo



Swift



Shortes

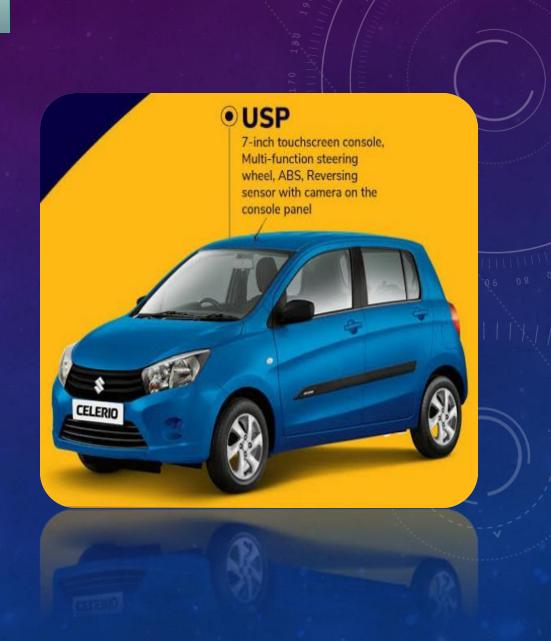


Grand Vitara



Zen Estilo

Unique selling proposition



Brand identity:

Logo: Maruti Suzuki India's brand logo features the iconic letter "M" with a stylized "S" within it, representing the initials of the company's name. The logo is designed to symbolize strength, innovation, and reliability, reflecting the brand's commitment to providing quality vehicles to consumers in India.



Tagline: Maruti Suzuki India's tagline is "ਚलो, ਚलें, ਚलते हैं।" which translates to "Let's go, let's drive." This tagline embodies the spirit of movement, adventure, and driving pleasure that Maruti Suzuki vehicles aim to deliver to their customers.

Brand Tone:

The brand tone of Maruti Suzuki is designed to convey trust, excitement, and a sense of adventure, aligning with their commitment to providing affordable and reliable vehicles to customers in India.

Vision:

Maruti Suzuki India's vision is to lead the Indian automobile industry by offering innovative, sustainable, and customer-focused mobility solutions. They aim to continue providing affordable and reliable vehicles that enhance the lives of their customers while maintaining a strong commitment to quality and excellence.



Smart goals:

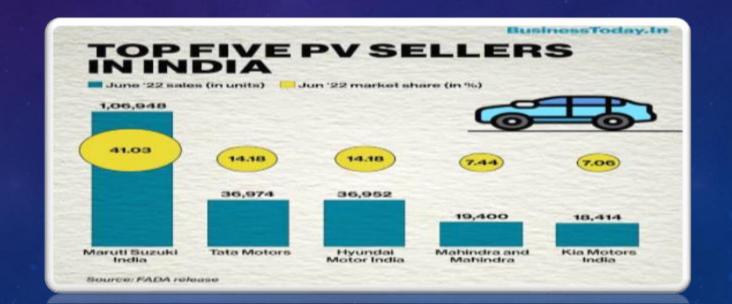
Maruti Suzuki India's SMART goals may include specific targets such as increasing market share by a certain percentage, launching a set number of new models within a defined timeframe, improving customer satisfaction ratings by a specific margin, reducing production costs by a certain amount, and enhancing sustainability practices by achieving specific environmental targets.

These goals are Specific, Measurable, Achievable, Relevant, and Time-bound, guiding the company's efforts towards continued success and growth in the automotive industry.

Specific, measurable, achievable, relevant, and time-bound (SMART) objectives is a good way to plan the steps to meet the long-term goals in your grant.

KPIs of maruti suzuki Motors:

Key Performance Indicators (KPIs) of Maruti Suzuki Motors may include metrics such as sales figures, market share percentage, customer satisfaction ratings, production efficiency measures, quality control metrics, employee engagement levels, and sustainability targets. These KPIs help Maruti Suzuki monitor and evaluate various aspects of their business to ensure they are meeting their objectives and continuously improving their performance in the competitive automotive market.



Competitor Analysis:

Competitors of maruti suzuki

1. TOYATA:

	STRENGTHS	Weakness	OPPORTUNITIES	THREATS
٠	Robust brand reputation and recognition	 Dependece on the international Markey 	Expansion into emerging Markets	Intense competition
	Vast range of vehicles	 Recalls and quality control issues 	 Embracing Electirc and Autonomous Vehicles 	 Regulatory changes

USP: Toyata is known for producing high-quality vehicles that last a long time. Toyota also focuses on innovation, offering a wide range of hybrid and electric vehicles. Plus, their commitment to safety features in their cars is top-notch. Toyota is all about quality and innovation!



Mahindra:

OPPORTUNITIES STRENGTHS THREATS WEAKNESS Geographic Emerging nations Stringent Market leader in Dependence multiple regulations automotive segments **Competition in** Low after-sale **Product recall Growth in the** other business effects indian cost Put pressure On M&M

Usp:

One of the key USPs of Mahindra is its specialization in producing rugged and robust vehicles, especially SUVs and off-road vehicles. They are known for their tough build quality and reliability, making them popular choices for adventurous driving. Additionally, Mahindra focuses on providing value for money, offering feature-packed vehicles at competitive prices. Their emphasis on creating vehicles suitable for tough terrains and diverse conditions is a standout feature. Mahindra is all about toughness and value!





Hyundai

STRENGTHS	WEAKNESS	OPPORTUNITIES	THREATS
 Huge global presence in over 200 countries 	 Declining profitability by 12% 2016 over 2015 	Hybrid cars	High fuel prices
Step process for designing	 Quality defects Leadong to huge vehicle recall 	 Provide training to dealers 	Exchange rates

USP:

Hyundai has some cool unique selling points (USPs) that make it unique. One of the main USPs of Hyundai is its focus on offering stylish and feature-rich vehicles at affordable prices. They are known for providing modern designs, advanced technology, and a wide range of options to cater to different preferences. Hyundai also emphasizes safety features in their vehicles, making them a popular choice for safety-conscious buyers. Overall, Hyundai is all about style, technology, and value!



SWOT ANALYSIS OF MARUTI SUZUKI

STRENGTHS	Weakness	OPPORTUNITIES	THREATS		
Brand value	 Penetration inability 	 Collaborations 	 Controversies 		
Market share	 Weak interior 	 Transport industry 	 Intense competition 		
Product quality	 Government intervention 	 Technological developments 	• Fall in market share		
 Number of sales 	 Diversification In the workForce 	 Immense production potential 	 Costs and expenses 		



Buyer's/Audience's persona

The buyer/audience persona for Maruti Suzuki India! The typical buyer/audience for Maruti Suzuki India can vary, but here's a general profile:

- 1. First-Time Car Buyers: Maruti Suzuki appeals to individuals who are purchasing their first car. They offer affordable options and a wide range of models suitable for different budgets and needs.
- 2. Value-Conscious Customers: Maruti Suzuki attracts customers who prioritize value for money. They look for reliable and fuel-efficient vehicles that offer great features at an affordable price point.
- 3. Urban Dwellers: Maruti Suzuki cars are popular among urban dwellers due to their compact size, maneuverability, and ease of parking in crowded cities.
- 4. Families and Young Professionals: Maruti Suzuki vehicles cater to the needs of families and young professionals, offering spacious interiors, safety features, and comfortable rides for daily commuting and occasional road trips.
- 5. Environmentally Conscious Individuals: Maruti Suzuki's focus on fuel efficiency and reducing emissions appeals to individuals who want to make environmentally friendly choices without compromising on performance.

Remember, this is just a general overview, and the actual buyer/audience persona can vary.



Seo Audit:







Usability



Performance



Social

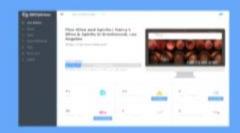
Report Generated: 23 April 9:45AM UTC UTC Refresh Results Now







Report Generated: 23 April 9:45AM UTC UTC Refresh Results Now



Improve Your Site With Our DIY SEO Tool

Review unlimited pages. Crawl your whole site for problems and get clear, easy to follow recommendations with guides for your CMS. Monitor your keyword rankings and get regular updates on your site's performance.

Helping Business Owners promote their websites the affordable way.

Learn More - DIY SEO

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



14,548,492

Monthly Traffic Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

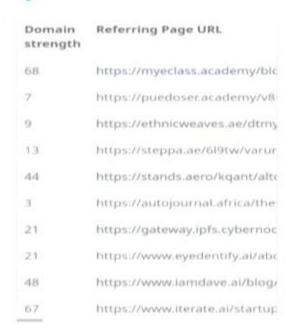
Position	Keywords		
Position 1	4,505	ı,	-
Position 2-3	8,407		

Seo Audit:

15:27:07

19.9 W 'Wil → 40%





Top Pages by Backlinks

These are the pages on your site with the most the backlinks from other sites.

URL

https://www.marutisuzuki.com/

https://www.marutisuzuki.com/corpc



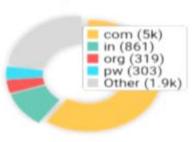
15:27:32

937 W 'TH 340%



=

Top TLDs



Top Countries



On-Page Link Structure

We found 190 total links. 11% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Show details

15:27:02

957 W '9H ○ 40%





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Nofollow Backlinks

% 364.3k

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50

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III 3

Gov Backlinks

■ 4k

Subnets

- 7.4k

IPs

Top Backlinks

These are the highest value external pages we have found linking to your site.

Domain

Referring Page URL



Show details

Domain Referring Page URL

Keyword research:

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maruti suzuki ertiga	C-3"	1,000	20	173	
maruti suzuki showroom nea		900			MY LISTS O Linguage to save
maruti suzuki swift	E-27	840	19	187	Untitled list
maruti suzuki vitara brezza	C-27	840	18]	208	Saved keywords
maruti suzuki haldwani uttar	C-7	720	[16]	257	
maruti suzuki cars	C-7	660	[23]	123	Click a result to add it to this
maruti suzuki share price	C-5	570	25	102	list
maruti suzuki ciaz	C-27	480	19	171	
suzuki maruti	C-5	480	34	53	
maruti suzuki authorised ser	C-7	440			SUGGESTIONS
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maruti suzuki celerio	C3	440	16	238	a maruti hyundai
maruti suzuki dzire	C-27	440	21	138	automobile suzuki
maruti suzuki near me	C-27	440			
maruti suzuki 800	C-27	360	26	87	
maruti suzuki swift india	C-7	360	[23]	111	
maruti suzuki swift 2018	C-3	340	15	259	
maruti suzuki brezza	63	320	15	257	
maruti suzuki eeco	C-3	320	16	225	
maruti suzuki wagon r	E-7	320		178	
	C-7		18		
maruti suzuki alto		270	21	127	
maruti suzuki alto 800	C-7	270	14	286	
maruti suzuki nexa	C-27	270	24	97	
maruti suzuki s cross	E-7	270	18	173	
maruti suzuki stock	C-7	270	28	71	
maruti suzuki xI6	C-7	270	18	173	
maruti suzuki s presso	27	220	[12]	375	
maruti suzuki share	C-5	220	27	74	
maruti suzuki nexa showroo	C-27	200		_	
MARUTI SUZUKI DZIRE SYM	C-27	180			
maruti suzuki cars in india	C-3	180	27	71	
maruti suzuki ignis	64	180	19	144	
maruti suzuki stock price	C-3	180	27	71	
maruti suzuki swift vxi	C-27	180			
maruti suzuki dzire india	C-7	165			
maruti suzuki logo png	C-7	155			
maruti suzuki ertiga 2018	C-7	150			
xl6 maruti suzuki	C-7	150			
maruti suzuki baleno delta	C-3	135			
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ON PAGE OPTIMIZATION:

Focus keywords: "Maruti Suzuki cars," "Maruti Suzuki service centers," "Maruti Suzuki prices," and specific model names like "Maruti Suzuki Swift" or "Maruti Suzuki Baleno."

META TITLE: "Maruti Suzuki India | Cars, Services, Features | Official Site."

This meta title includes the brand name, location, key offerings (cars and services), and emphasizes the official nature of the website.

META DESCRIPTION:

The meta description for Maruti Suzuki's website could be: "Explore the latest Maruti Suzuki cars, services, and features in India. Find your perfect match with our wide range of reliable and affordable vehicles. Visit the official Maruti Suzuki site for more information

ON PAGE OPTIMIZATION (CONTENT OPTIMIZATION)

When it comes to on-page optimization for Maruti Suzuki,

- 1. **Keyword Optimization**: Using relevant keywords related to Maruti Suzuki vehicles, services, and features throughout the website content.
- 2. **Meta Tags**: Writing compelling meta titles and descriptions that include important keywords to attract clicks from search engine users.
- 3. **Quality Content**: Ensuring the website has high-quality, informative, and engaging content about Maruti Suzuki cars, services, and promotions.
- 4. **Internal Linking**: Connecting related pages within the website to improve navigation and user experience.
- 5. **Image Optimization**: Optimizing images with descriptive filenames and alt text to improve visibility in image searches.
- 6. **Mobile Responsiveness**: Ensuring the website is mobile-friendly for users who access it on smartphones and tablets
- 7. **Page Speed**: Improving the loading speed of the website to enhance user experience and SEO rankings.

By focusing on these on-page optimization techniques, Maruti Suzuki can improve its online presence, attract more visitors, and potentially increase leads and conversions. It's all about making the website user-friendly, informative, and relevant to both users and search engines.



CONTENT CALENDAR OF MARUTI SUZUKI

APRIL 2024

March 2024							May 2024					
s	M	т	w	T	F	35	5	M	T	w	T	
					1	2				1	2	3
3	4	5	6	7		9	5	6	7	85	9	10
10	1.1	12	13	14	15	16	12	13	1-4	15	16	17
17	16	19	20	21	22	23	10	20	21	22	23	24
24	25	26	27	28	29	30	26	27	28	29	30	31
31												
Th		day				Saidle				0~		lav

				31		
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
print talk blog	1	2	3	4	5	***
	Easter Monday April Fool's Day	FINANCIAL REVIEW & PLANNING	Review your ROI from Q1 and adjust your strategies as needed	Optimize your TAX STRATEGY with early planning for next year	Prepare financial REPORTS and material for investor meetings	The product is GREA I am also the school yearbook advise and we go throug one of the big nam companies and pay LOT for the printing of
7	Create your NEWSLETTER to include relateable tax tips	Using a mix of PRINT + DIGITAL communication = up to 25% increase in response rate	10 INTENTIONALLY create campaigns that flood your print + digital audiences	Choose HIGH QUALITY PAPER, it leaves a strong impression	12 Offer CONTENT THAT HELPS your audience navigate financial challenges	those books. The book per from Printin CenterUSA are ju as good, if not eve better quality than th yearbooks. And th customer service is to notch
14	More than 50% of taxpayers expect a refund. Offer special deals to entice spending	Refresh your BRAND'S VOICE, assess and ensure it still resonates with your audience	Craft an INFOGRAPHIC that can boost traffic and engagement	18 Print marketing has a HIGHER perceived VALUE compared to digital	Post on SOCIAL MEDIA any Eco- friendly products or initiatives	20
21	22 Earth Day	Start a monthly feature to highlight a CUSTOMER SUCCESS STORY	Post on SOCIAL MEDIA any staff mentions for: Administrative Professionals Day	25 Consistent brand presentation across all platforms can increase REVENUE UP TO 23%	26 ATTEND OR SPONSOR a local event to strengthen community ties	27
28	29 Adding printed catalogs to your marketing can	30 PREPARE PRINT items such as flyers and posters for May	 •pr	intingo	enterus Fast, Easy & Afford	S a

MARKETING STRATEGIES OF MARUTI SUZUKI:

- 1. Maruti Suzuki India limited makes sure that it's products are always available at retail stores has system installed where retailers can notify when their inventory levels are low.
- 2. Maruti Suzuki India limited has an online delivery process, where orders are received in the computer system.
- 3. Maruti Suzuki was among the first in the industry to study consumer behaviour and effectively respond to it. It follows various marketing strategies to increase their sales & revenue.

• INFLUENCER MARKETING STRATEGIES:

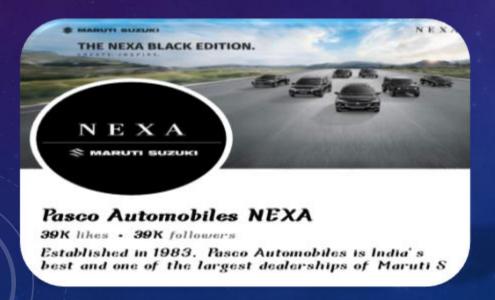
• The company has also responded in renowned Bollywood actor Ranveer Singh as it's Nexa brand ambassador and Varun Dhawan as a part of the arena.





SOCIAL MEDIA MARKETING STRATEGIES:

Nexa: Nexa is for a well travelled consumer who
is digitally savvy, update and seeks a world class
experience while buying a car.after research, we
found that the maruti's popular retail channel is
not equipped for it and hence a separate
channel was needed.



 Arena: The first lunch and unveiling of arena maruti suzuki showroom in dehradun were under the respect automobile cheater in D.D.Motors.The new showroom has a dynamic facade of the trendy blue signature design element.



STRATEGY OF "WINNING":

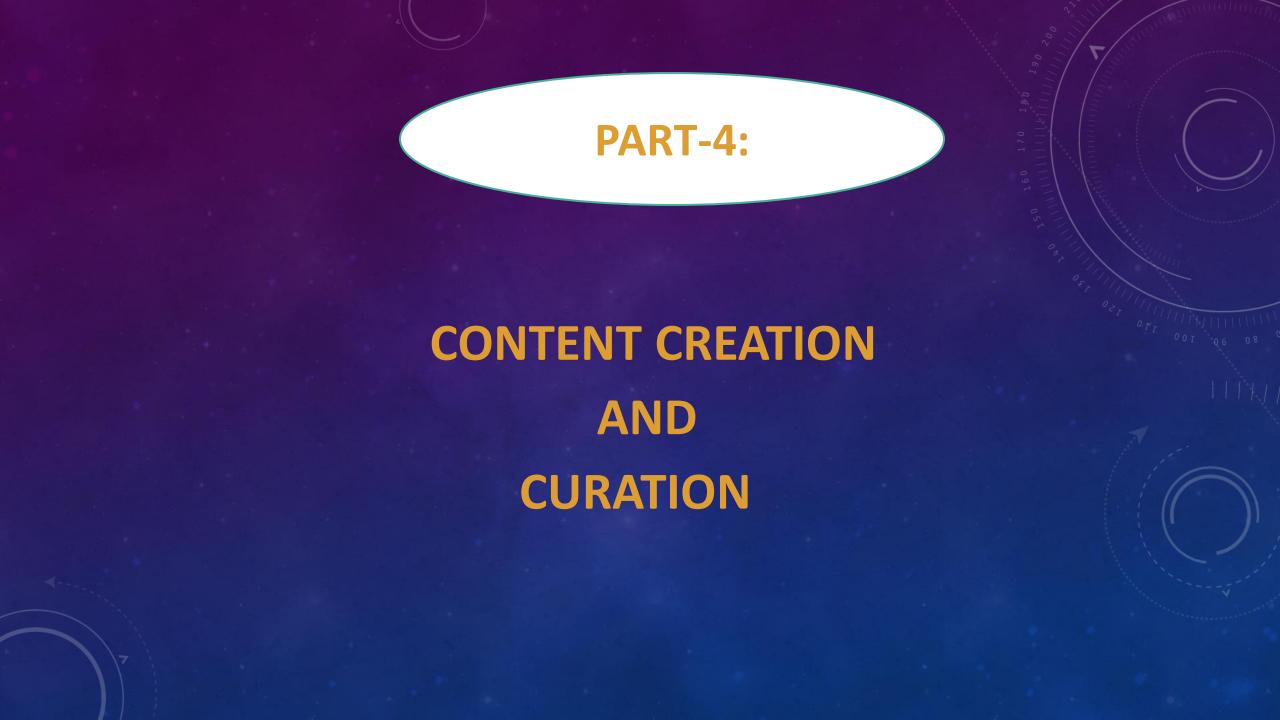
- 1. Maruti is clearly an "employer of choice" for automotive engineers and young managers from across the country. Nearly 75,000.
- 2. Maruti Suzuki sales is 75,109 vehicles in June 2009. This is the highest ever monthly export volume in the company's history.
- 3. Pepole are employed directly by maruti and it's partners.
- 4. The company had sold a total of 61,247 vehicles in June 2008.
- 5. Maruti's turnover rose 14.28 percent to Rs.21,453.86 crore last fiscal from Rs 18,773.27 crore the year before.

CHALLENGES:

- 1. Most of the new launches like Baleno and S cross are being routed to nexa. But these are priced almost at par with other budget car's (Swift, Dzire, Ertiga). Baleno price range starts at 5 lakhs ex-showroom Delhi.
- 2. Wont the dealers who invested in regular Maruti showroom feel cheated that new model share not being sold in their showrooms.

• LESSONS LEARNED:

By introducing these initiativ company has created a unique space for nexa outlets and placed it strategically against the existing premium brands. Maruti will have to come up with new initiatives to enhance the costomer experience and maintain its image as the market leader against the challenges brought forward by globalization.



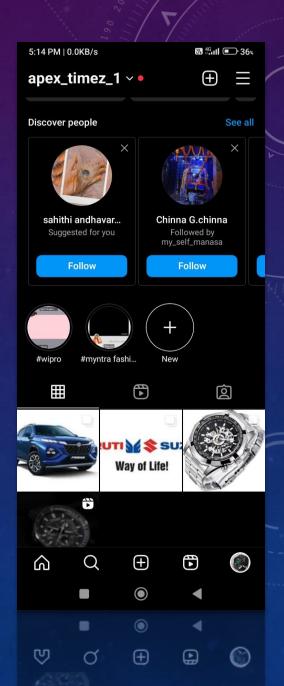
Content creation:

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Post lini



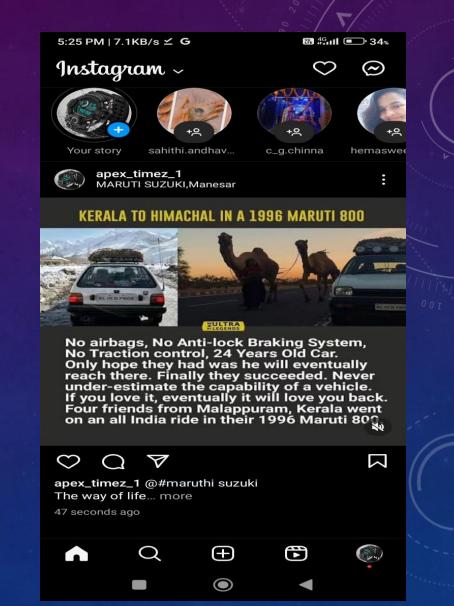


FORMAT 2: meme

With this meme we can say that the capability of maruti suzuki cars and the power

Meme link:

https://www.instagram.com/p/C6GmJGbS6Qd/?igsh=MWVsZ3JlYTF2dWk1ZQ==



Format 3:Reel/

Video link:

https://www.instagram.com/stories/apex_timez_1/335252538 5191022888?utm_source=ig_story_item_share&igsh=Mmtyang 3MXE1cmR3



Instagram profile link:

https://www.instagram.com/a pex_timez_1?igsh=bmtkd2kxd TJsajc1

Instagram story link:

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