

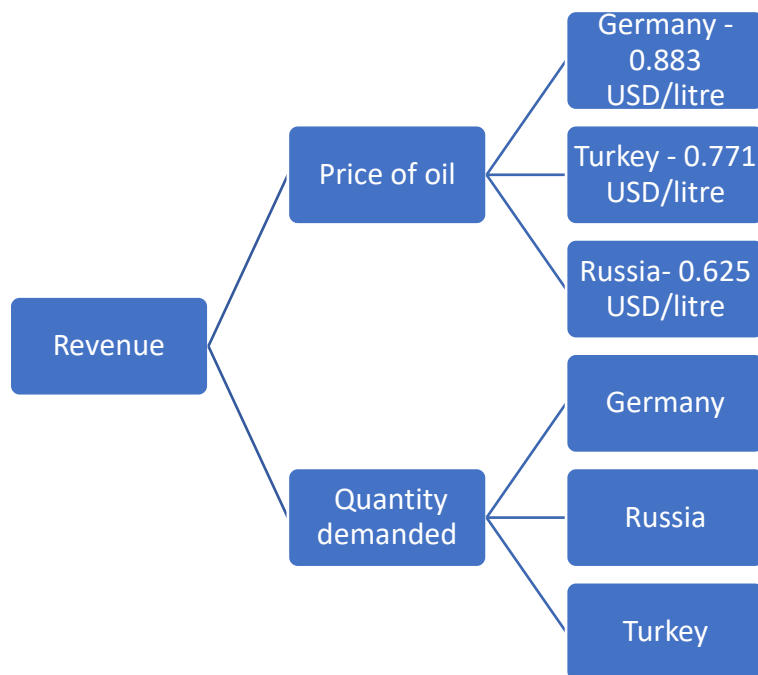
Final Group Assignment

Team: ATS CREW

Members: Aditya, Sonal, Tathagat

PHASE 1:





Attractiveness:

	Turkey	Germany	Russia
Market Size	1	2	3
Market Growth	3	1	2
Market Profitability	3	2	1
Sum	7	5	6

Competition levels:

	Turkey	Germany	Russia
Influential market rivals	1	3	2
Average annual revenue	1	3	2
Growth rates	1	3	2
Sum	3	9	6

VISUAL MATRIX:

	Competition (L to H)		
Attractiveness (L to H)	Turkey	Russia	Germany
Germany			
Russia			
Turkey			

From the visual matrix it is clear that Turkey is the best case in terms of both attractiveness (high) and Competition (low). Thus our strategy will be based on Turkey Lubricant Market.

PHASE 2:

STRATEGIES:

PRODUCT:

- Turkish lubricant market is dominated by vehicle and industrial lubes.

PRODUCTION / SUPPLY CHAIN:

- We should prefer large stocks in Turkey itself, because the competition due to rivalries is less and also it will be time consuming to export from America to Turkey.

CHANNELS OF DISTRIBUTION:

- We can offer our products at very less cost compared to other rivals at workshops so that people use it for the first time and get to know about us.
- We can tie knots with some gas station companies and ask them to sell our lubricants from their station for additional market reach.

BRAND:

We should sign a deal with one famous automobile company in turkey and advertise our product as the main supplier of that company to gain trust in market.

PRICE:

We will first enter the market with low cost compared to our rivals and then gradually we will increase our price to the level of other rivals after gaining a certain level of market share.