



*"Forever Bike
FOREVERVALUE"*



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INTO THE HISTORY



- Ideal Jawa (India) Ltd. was an Indian motorcycle company based in Mysore which sold licensed Jawa and CZ motorcycle, Under the brand name of Jawa & Later Yezdi.
- IDEAL JAWA started or setup operations in the year 1960. But started its actual commercial production in 1961.
- Frantisek Janacek was the Founder of Jawa Motorcycle Company during the year 1929.
- The Company name JAWA was established by combination of first two letters of persons



Contd...

- Value for money.
- The Catchphrase/tagline of Ideal Jawa was “Forever Bike Forever Value”.
- Classification of Factory/Company buildings in terms of Manufacturing & production
- Reason behind change of brand name.



Contd...

- JAWA motors market establishment.
- Brand loyalty.
- Two major selling features of JAWA bikes.
- Area wise customer preference.





Types Of Ideal Jawa Bikes



yazdi.avi





BEST TIMES OF JAWA ON ROADS

- The peak capacity utilization was 85% with 36,000 vehicles on a capacity of 42,000 vehicles per annum.
- Ideal jawa also exported many of the models to over 61 countries around the world including
- E.g.; turkey, Nigeria, srilanka, Egypt and others





JAWA had established market and had brand loyalty in Southern, Western and Northern regions and till 1985-86, they were in the seller's market .

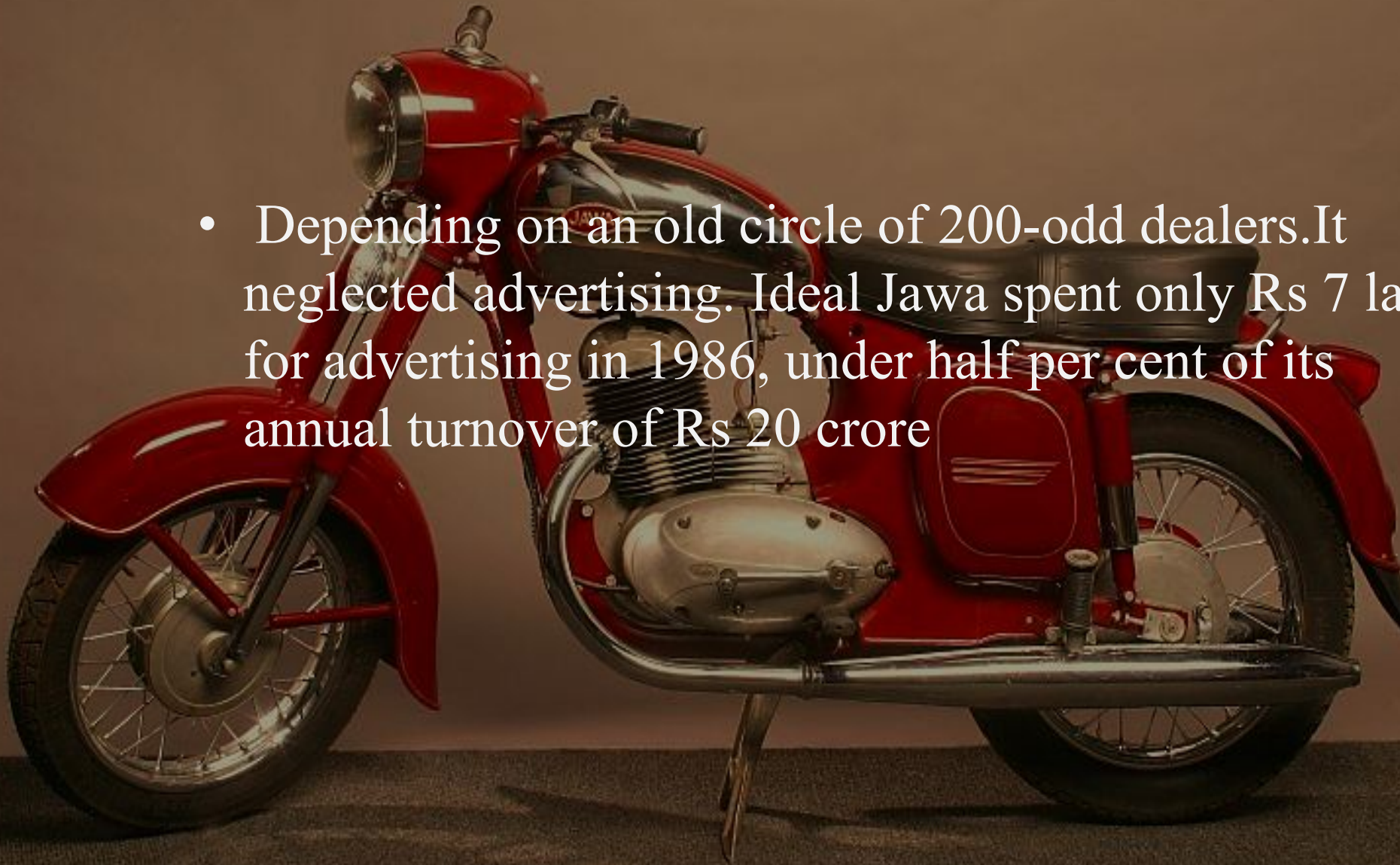
But the company's share of the motorcycle market fell from 28.8 per cent in 1981 to a meagre 5.04 per cent in 1987, just 387 motorcycles rolled out of its plant in that year..





“FOREVER BIKE”

- Depending on an old circle of 200-odd dealers. It neglected advertising. Ideal Jawa spent only Rs 7 lakh for advertising in 1986, under half per cent of its annual turnover of Rs 20 crore





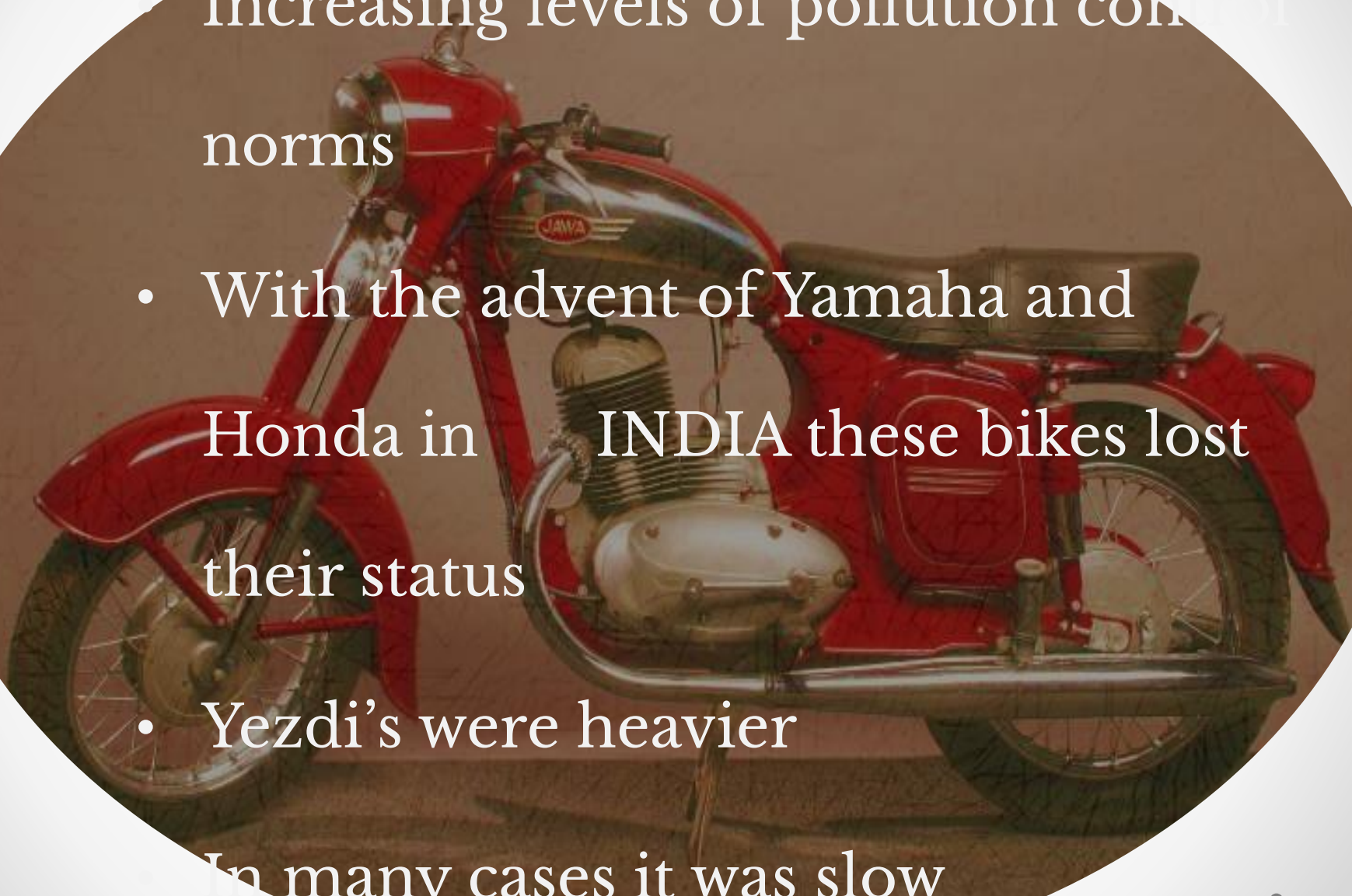


Why Did The Iconic Bike shut Down


- Japanese technology entered the Indian market through joint ventures
- The market saw lots of new 100cc bikes
- Yezdi had serious mechanical issues
- Failing markets



- Increasing levels of pollution control norms
- With the advent of Yamaha and Honda in INDIA these bikes lost their status
- Yezdi's were heavier
- In many cases it was slow



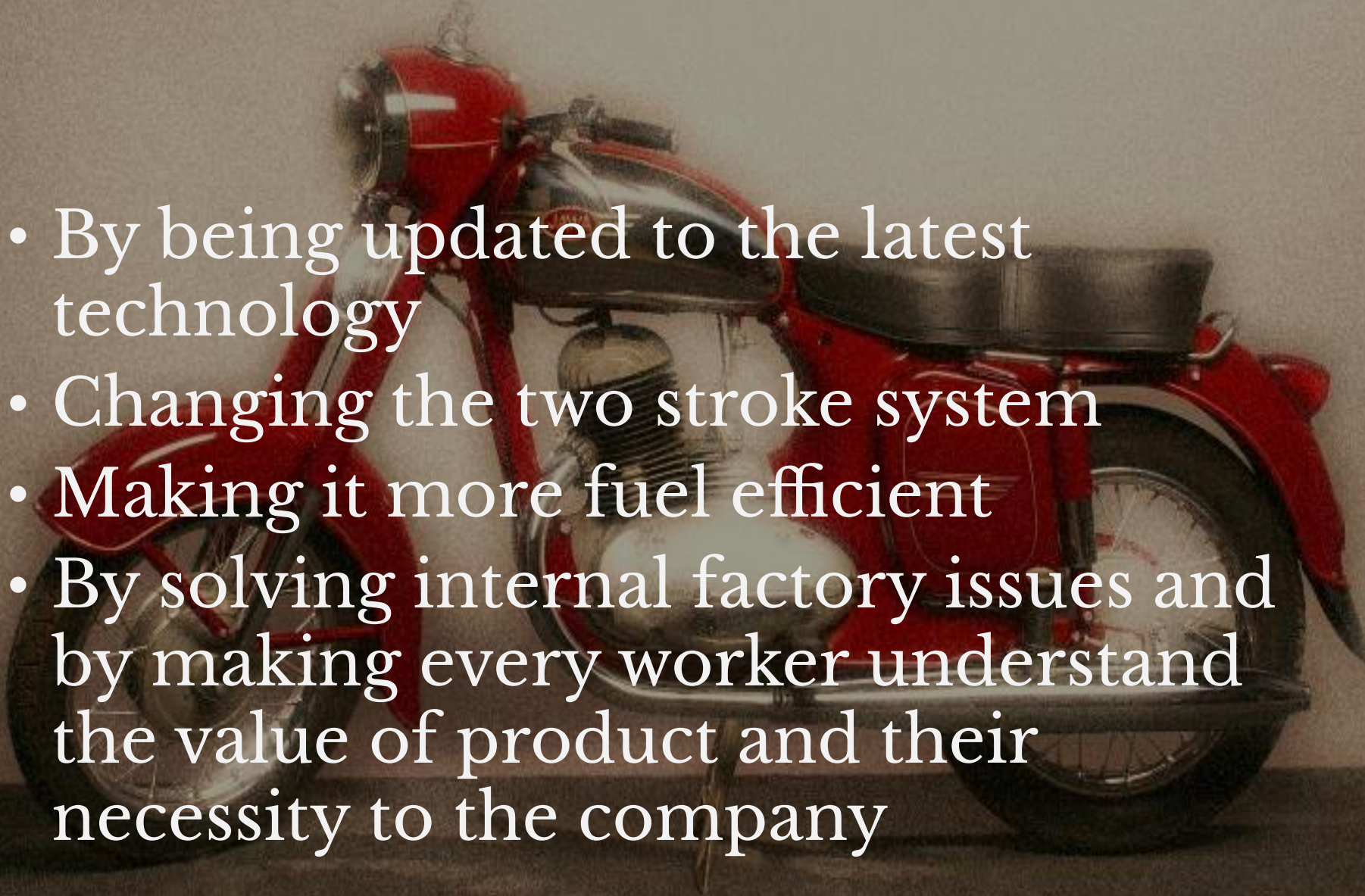


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- A vintage red Jawa motorcycle is shown in profile, facing left. It has a large headlight, a prominent engine, and a black seat. The background is a plain, light-colored wall.
- The manufacturing unit wasn't suited to make any major changes to the bike
 - Flexibility was a major problem

HOW????



- By being updated to the latest technology
- Changing the two stroke system
- Making it more fuel efficient
- By solving internal factory issues and by making every worker understand the value of product and their necessity to the company





***Forever Bike
Forever value***

