



"Forever Bike
FOREVERVALUE"



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INTO THE HISTORY

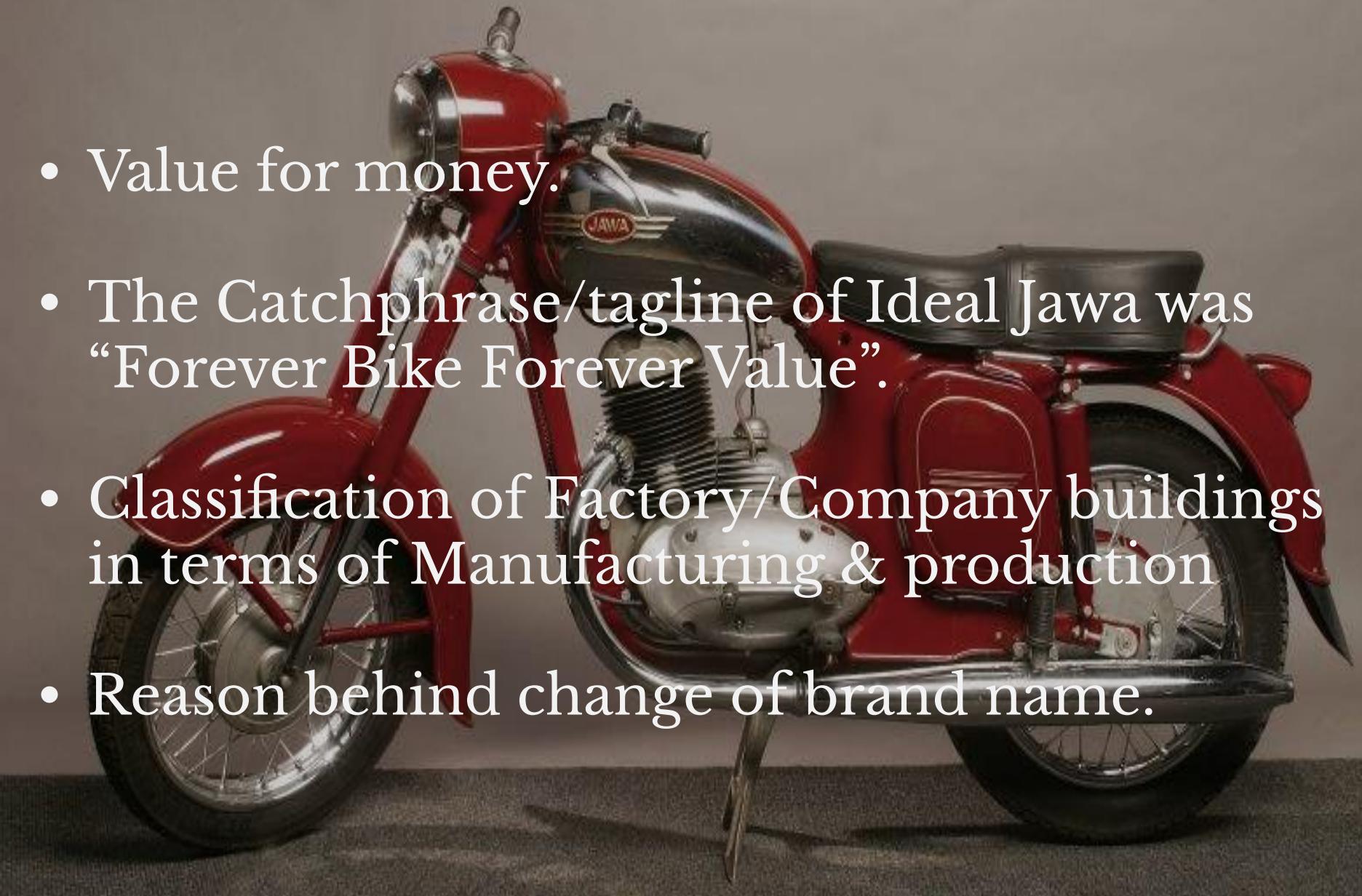


- Ideal Jawa (India) Ltd. was an Indian motorcycle company based in Mysore which sold licensed Jawa and CZ motorcycle, Under the brand name of Jawa & Later Yezdi.
- IDEAL JAWA started or setup operations in the year 1960. But started it's actual commercial production in 1961.
- Frantisek Janacek was 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



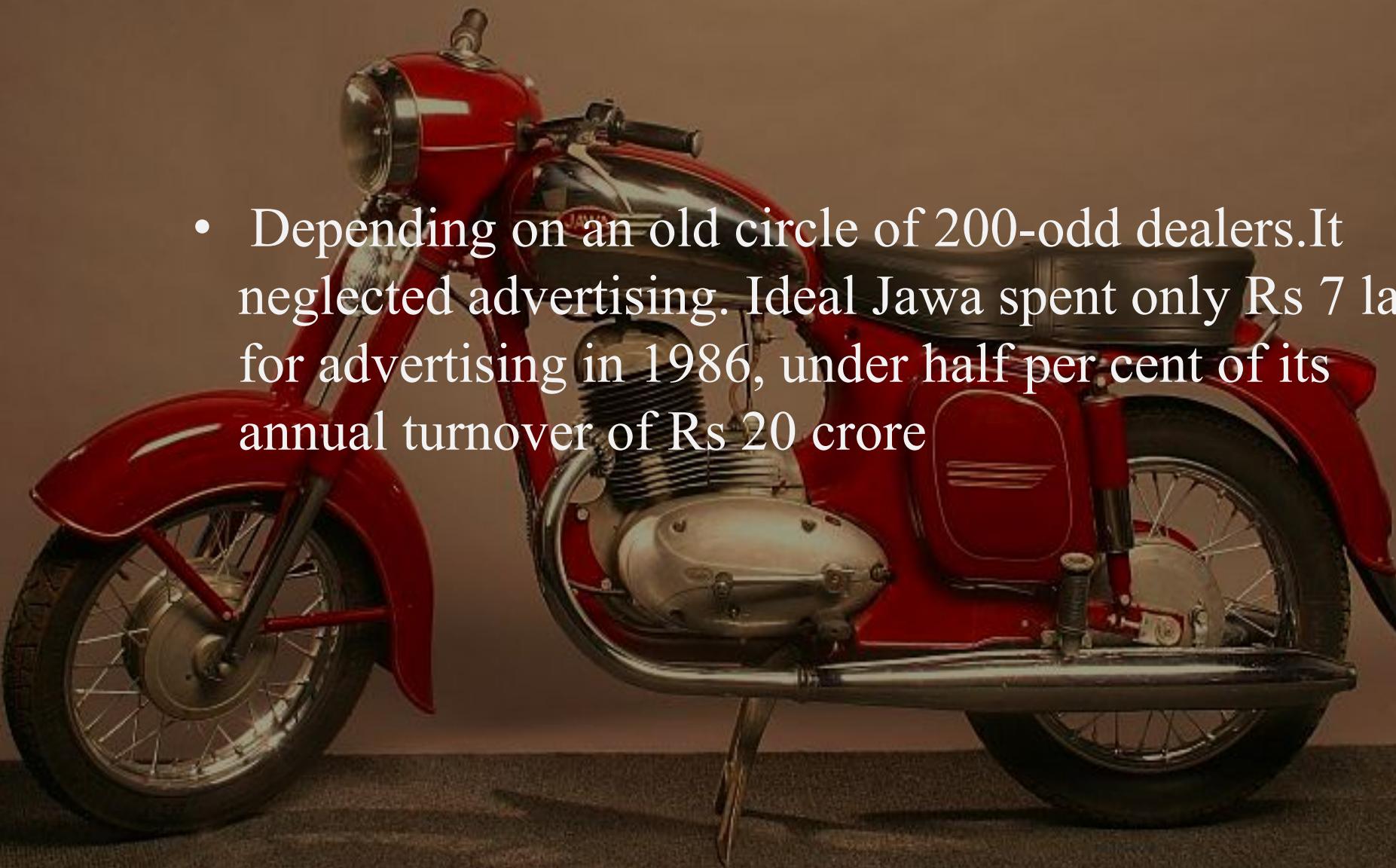
- JAWA had established market and had brand loyalty in Southern, Western and Northern regions and till 1985-86, they were in the seller's market .
- But the company's share of the motorcycle market fell from 28.8 per cent in 1981 to a meagre 5.04 per cent in 1987, just 387 motorcycles rolled out of its plant in that year..





“FOREVER BIKE”

- Depending on an old circle of 200-odd dealers. It neglected advertising. Ideal Jawa spent only Rs 7 lakhs 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 con

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



- 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