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**Developing a strategy for winning in the Indian market: A Case Study of Suzuki Motor Corporation**

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**Abstract**

This research has highlighted all the strategies that can be adopted by Maruti Suzuki to highlight its presence in Indian Market. There have been several strategies discussed in this report which are analysed in accordance with the external and internal factors of the organisation. The research also identifies various risks that are open to the company while expanding its strategies and increasing its market share. The main focus of the company in this report is to increase the overall number of customers and also to increase the market share in the automobile industry in India. There are various risks that are attached to these strategies which are also included in the report as it summarises the overall risk factors that the company needs to consider while preparing the strategies. The research report also discusses the mitigating actions that can be taken by the company to increase profitability and also to increase overall market share. The findings of the research show that there are certain costs that will be incurred by the company to adopt these mitigating actions as discussed in the report, but if the benefits exceed these costs then the overall profit of the company would also increase. The main focus of the company, in accordance with this research report, is to grow substantially and increase its market share in the Indian market. The increase in market share would give the company a competitive advantage which would also give them the lead to develop more and provide more qualitative automobiles to the customers. The research discussed the hurdles or problems that can be faced in the Indian market. In other words, the research discusses the problems in the Indian Market which can also be considered as the external factors that need to be considered while preparing the decisions to capture the market.

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# Chapter 1: Introduction

## 1.1 Background

Every organisation faces some challenges as well as issues that impact their business operations and performances. The companies opt for different kinds of strategies as well as approaches to mitigate the challenges of the companies. These challenges reduce the productivity of the business which creates hurdles in achieving the goals and targets of the organisation as well as of the companies. The plans and actions of the companies which the company design to achieve their desired goals and target smoothly as well as without affecting other processes are known as strategies. Many organisations want to operate their business in different regions as well as in markets so the companies opted for multiple kinds of strategies and sometimes the companies pass smoothly and sometimes fail. In order to lead a successful automobile business in India, it is necessary that an organisation inherit a culture of quality, cooperation with suppliers, intelligent data analysis, and an effective pricing strategy. If an organisation fulfills all the objectives, then there are potential chances that it can lead a successful automobile business in India. Suzuki Corporation can consider winning the edge in the Indian Market. Apart from this, the challenges of the Suzuki Motor Corporation are also presented in the respective research. Sometimes these types of challenges impact the company in long run as well. The research also discusses hindrances in the Indian market that create problems for Suzuki to implement their created strategies as well as approaches. Apart from this, the research presents the tactics of the respective company which helps the company to receive merits in the Indian market and evaluate the issues which are impacting the performances of the respective corporation in order to create different kinds of strategies.

## Research Aim

The aim of the research is to evaluate the strategies of the Suzuki Motor Corporation in order to capture the Indian Market.

## 1.3 Research objective

* To elaborate on the requisite tactics that should be developed by Suzuki Corporation to receive merits in the Indian market
* To understand the issues which are essential for Suzuki Corporation in order to develop different forms of winning strategies
* To analyse the hindrances in the Indian market that may be encountered by Suzuki Motor Corporation while utilising the new strategies

## Research Question

RQ1: What are the strategies Maruti Suzuki organisation can make use of to capture the Indian market?

## 1.5 Research Rationale

Sometimes organisations fail in achieving their desired goals as well as targets in the markets due to wrong decisions as well as wrong strategies. Adopting good and effective strategies can help companies in leading good and better performance or operation in their business. Making a survey of the market before creating strategies is very important as well as good for the company as companies can be able to find the requirement of their clients as well as of customers. In the respective research, the strategies of Suzuki Corporation are considered in order to win the edge as well as customer satisfaction in the Indian Market.

The research shows the importance as well as the need to consider the hurdles in the Indian Market in order to develop strategies as well as approaches. Apart from this, the research is important as it demonstrates multiple kinds of challenges as well as strategies that Suzuki Corporation can apply in their organisation in order to improve their operations and performance. Moreover, the research discusses the challenges faced by the respective company as well as plans and actions which help the company to reduce future uncertainties.

## 1.6 Dissertation Structure

* Introduction- This part can be considered the initial part of the research report as this part includes all the aims and objectives of the report. Usually, this part is considered the base of the research report.
* Literature Review- This is considered one of the main parts of the research report in which all the pieces of articles that are relevant to the studies are discussed in a summarised form. This part generally shows all the academic knowledge about the research topic.
* Research Methodology- This part usually defines the whole research and the process that would be used for the research purposes. This part contains all the research tools which are tables, graphs, and many more. The chapter on the research will also be disclosing the data analysis, research method, research philosophy, research approach, and all other data collection and analysis tools required in the research. The chapter on the research will also be highlighting all the ethical considerations undermined in the research as well as will also mention all the limitations of the research as well.
* Findings and Analysis- The outcomes which have come from the particular research are stated in this part. This part usually gives the overview of the study and becomes the strong base for discussion which is the next part.
* Discussion- All the discussions about the findings and outcomes of the research are discussed in this part. There are various interpretations done in this part by the writer and that is why, this part is considered as opinion-based part as the interpretations of the author are discussed in detail as per their opinion.
* Recommendation- This part provides various strategies and various answers to the questions in the report. These recommendations can be used in the future by various authors to improve the quality of research done on any particular topic.
* Conclusions- Usually this is considered the last part of an organisation which means that all the factors which are considered and discussed in the above parts are briefly described in the last part.

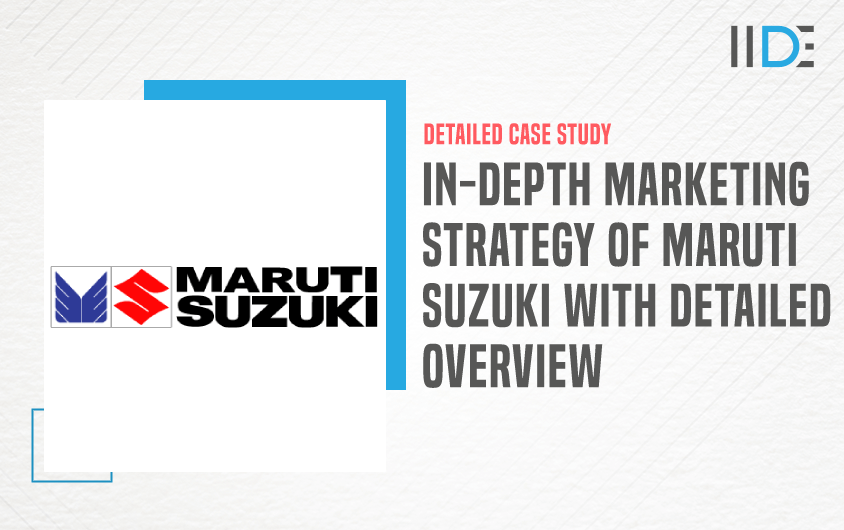
# Chapter 2: Literature Review

## 2.1 Introduction

The second chapter of the research is based on a literature review in which all of the research objectives and questions will be discussed based on the opinion of different authors and scholars. On the basis of this, the chapter of the research will initially offer acknowledgment regarding the tactic and advantages that Suzuki organisation has been experiencing in the Indian market. Furthermore, the chapter will also discuss the several issues and limitations that the organisation has been facing. In addition to this, the chapter will also discuss the many strategies that are taken into consideration by Suzuki to mitigate issues. Furthermore, the chapter of the research will highlight the hindrances that Suzuki has been facing in the Indian market.

## 2.1 Tactics and merits of Suzuki Corporation in the Indian Market

According to the author Suzuki and Monroy, (2022), Suzuki Corporation is a global automotive company that operates in a highly competitive market. In order to succeed in such an environment, the company needs to develop a set of tactics that can help it to differentiate itself from its competitors and achieve sustainable growth. One of the most important tactics for Suzuki Corporation is to differentiate its products from those of its competitors. This can be achieved by offering unique features, such as innovative technology, stylish designs, or superior performance. By differentiating its products, Suzuki can attract a wider range of customers and gain a competitive advantage. Another important tactic for Suzuki Corporation is to develop effective marketing strategies that can help it to promote its products and build a strong brand image. This can involve targeting specific customer segments, using social media platforms to engage with customers, and creating memorable advertising campaigns that resonate with consumers.

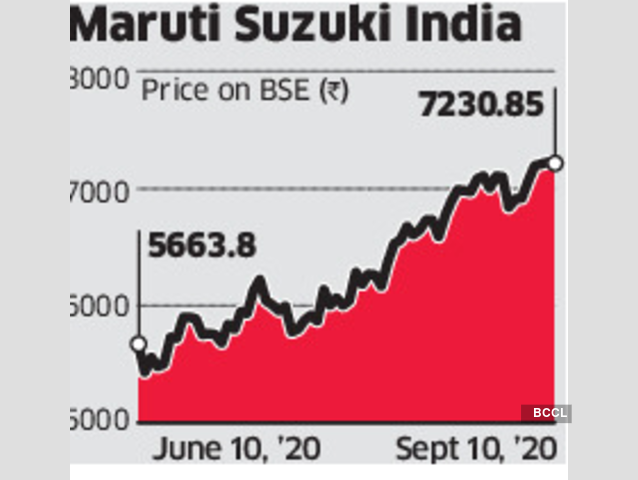
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*Figure 1: Maruti Suzuki*

***Source: (Xaif, 2022)***

As per the perception of Garg and Agarwal, (2021), providing excellent customer service is another important tactic for Suzuki Corporation. By ensuring that customers have a positive experience when interacting with the company, Suzuki can build a loyal customer base and increase customer retention rates. This can involve offering personalized support, responding quickly to customer inquiries, and resolving any issues promptly. Suzuki Corporation can also develop partnerships and alliances with other companies in order to expand its market reach and access new customer segments. For example, the company could form strategic alliances with companies in the electric vehicle or autonomous driving space, or partner with ride-sharing companies to provide customized vehicles for their fleets. Finally, Suzuki Corporation should invest in talent development programs that can help it to attract and retain top talent in the industry. This can involve offering competitive compensation packages, providing training and development opportunities, and creating a positive and supportive work environment.

According to the author Chang and Chiang, (2019), Suzuki Corporation should develop a set of tactics that can help it to differentiate its products, promote its brand, provide excellent customer service, form strategic alliances, and attract and retain top talent. By implementing these tactics effectively, the company can gain a competitive advantage in the global automotive market and achieve sustainable growth over the long term. Suzuki Corporation has been operating in the Indian market for several decades and has achieved significant success in this region. Suzuki Corporation has established itself as one of the market leaders in the Indian automotive industry. The company's two-wheeler and four-wheeler brands, Suzuki Motorcycles and Maruti Suzuki respectively, have a strong presence in the Indian market and have consistently performed well in terms of sales and market share. Suzuki Corporation has built a strong brand image in the Indian market, thanks to its commitment to quality, innovation, and customer service. The company has consistently introduced new and innovative products in the Indian market, which have been well-received by customers. Suzuki Corporation has a diverse product range that caters to a wide range of customer needs in the Indian market. The company caters to the need of the Indian market in a very appropriate manner by analyzing the needs and preferences of the market. This is why the company has been able to build a strong brand image while fighting the competition.

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*Figure 2: Maruti Suzuki in India*

***Source: (The Economic Times, 2022)***

As per the opinion of Ramamoorthy, (2021), The Company offers a range of two-wheelers and four-wheelers, including cars, SUVs, and commercial vehicles, that are well suited for the Indian market. Suzuki Corporation has a strong manufacturing presence in India, with several manufacturing facilities located across the country. The company has invested heavily in its manufacturing capabilities in India, which has helped it to reduce costs and improve efficiency. Suzuki Corporation has a strong distribution network in India, with a large number of dealerships located across the country. This has helped the company to reach a wide range of customers in both urban and rural areas. Suzuki Corporation has a strong focus on localization in the Indian market, with a large percentage of its products being manufactured locally. This has helped the company reduce costs and improve its competitiveness in the Indian market. Suzuki Corporation has received several merits in the Indian market, including market leadership, a strong brand image, a diverse product range, manufacturing capabilities, a strong distribution network, and a focus on localization. These merits have helped the company to establish a strong presence in the Indian market and achieve significant success over the years.

## 2.2 Issues and strategies considered by Suzuki Corporation

According to the author Leykun, (2019), Suzuki Corporation, like any other company, faces a range of challenges while making an entry into the Indian Market. It is necessary for the corporation to overcome such issues in order to achieve its future goals. The automotive industry is highly competitive, and Suzuki Corporation faces significant competition from both domestic and international players in the Indian market. To mitigate this kind of situation, it is necessary that must differentiate its products and services in order to remain competitive in this environment. In order to make a successful market entry with a new product or service, it is necessary for the organisation to ascertain the preference of the consumers. Customer preferences are constantly evolving, and Suzuki Corporation will need to adapt to these changes in order to remain relevant. This could involve developing new products or services that cater to changing customer needs or investing in innovative technologies that can help the company to stay ahead of the curve. Regulations and policies related to the automotive industry are constantly changing, and Suzuki Corporation will need to stay abreast of these changes in order to remain compliant. This could involve investing in new technologies or processes that help to reduce emissions, improve fuel efficiency, or enhance safety features.

As per the views of the author Natsuda et al., (2022), the automotive industry is highly sensitive to economic volatility, and Suzuki Corporation may face challenges in managing its operations in the face of economic downturns or disruptions and eventually in fulfilling the objective of successful market entry. The company may need to adjust its strategies or operations in response to these challenges in order to remain financially sustainable. Suzuki Corporation relies on a complex supply chain to manufacture and distribute its products, and disruptions to this supply chain could impact the company's ability to achieve its future goals. The company will need to ensure that it has effective supply chain management strategies in place to mitigate the risks associated with supply chain disruptions. The automotive industry is experiencing rapid technological advancements, such as the development of electric vehicles, autonomous driving technology, and connected vehicles. Suzuki Corporation will need to stay up to date with these technological advancements and invest in new technologies in order to remain competitive in the market. Suzuki Corporation faces a range of challenges that it must overcome in order to achieve its future goals.

In accordance with the opinion of YASODHA (2019), challenges to market entry include increasing competition, shifting customer preferences, changing regulations, economic volatility, supply chain management, and technological advancements. By addressing these challenges effectively, Suzuki Corporation can position itself for sustainable growth and success in the years to come. Suzuki Corporation, a global automotive company, employs various forms of strategies to achieve its business goals and objectives. Suzuki Corporation employs a cost leadership strategy, which focuses on producing high-quality products at a low cost. The company achieves this by investing in efficient manufacturing processes, reducing waste, and optimizing its supply chain management. This strategy helps the company to offer its products at competitive prices, which attracts price-sensitive customers. Another strategy employed by Suzuki Corporation is a differentiation strategy, which focuses on offering unique and differentiated products to customers. The company achieves this by investing in research and development and incorporating innovative features and technology into its products. This strategy helps the company to differentiate its products from those of its competitors and attract a wider range of customers.

According to the author SHRESTHA, (2019), Suzuki Corporation also employs a market development strategy that aims at making successful market entry, which also focuses on expanding its market reach by entering new markets or targeting new customer segments. The company achieves this by identifying opportunities in emerging markets or untapped customer segments and developing customized products that cater to their specific needs. Suzuki Corporation also employs a product development strategy, which focuses on developing new products or improving existing ones to meet changing customer needs and preferences. The company achieves this by investing in research and development and collaborating with suppliers and partners to incorporate new technology and features into its products. Another strategy employed by Suzuki Corporation is a diversification strategy, which involves entering new businesses or industries that are different from its core business. The company achieves this by investing in or acquiring companies in new markets or industries, such as electric vehicles or autonomous driving technology. Suzuki Corporation also employs a collaborative strategy, which involves partnering with other companies, suppliers, or stakeholders to achieve shared business goals. The company achieves this by collaborating with suppliers to improve product quality and reduce costs or partnering with other companies to develop new technology or enter new markets. Suzuki Corporation employs various forms of strategies, including cost leadership, differentiation, market development, product development, diversification, and collaborative strategies, to achieve its business goals and objectives. The company continuously adapts its strategies to meet changing market conditions and customer needs, which helps it to maintain its competitive edge in the global automotive industry.

## 2.3 Hindrances of Suzuki Corporation in the Indian market

According to the author Singh, (2019), despite achieving significant success in the Indian market, Suzuki Corporation has faced several hindrances that have impacted its growth and performance. The Indian automotive industry is highly competitive, with several domestic and international players vying for market share. This intense competition has impacted Suzuki Corporation's growth and profitability, as it has to constantly innovate and adapt to changing market conditions to stay ahead of its competitors. The Indian regulatory environment is complex and constantly evolving, which has created challenges for Suzuki Corporation. The company has had to comply with various regulations, such as emission norms and safety standards, which has impacted its production costs and led to delays in launching new products. Maruti Suzuki, the company's flagship brand, accounts for a significant portion of its revenue and market share in the Indian market.

As per the opinions Ahmad et al. (2021), this dependence on one brand makes Suzuki Corporation vulnerable to market fluctuations and consumer preferences. Inadequate Infrastructure: The Indian infrastructure is still developing, which has created challenges for Suzuki Corporation in terms of logistics and supply chain management. The company has had to invest heavily in developing its own infrastructure to overcome these challenges, which has impacted its profitability. Suzuki Corporation has faced labor issues in the Indian market, with frequent strikes and labor disputes impacting its production and supply chain. These labor issues have led to delays in production and increased costs for the company.The Indian supplier base is still developing, which has created challenges for Suzuki Corporation in terms of sourcing high-quality components at a reasonable cost. The company has had to invest heavily in developing its own supplier base to overcome these challenges, which has impacted its profitability.

Based on the perceptions of Sudan, (2021), the Indian government has set ambitious targets for electric vehicle adoption, but the infrastructure to support electric vehicles is still inadequate. This has impacted Suzuki Corporation's plans to launch electric vehicles in the Indian market, as it has to invest heavily in developing its own charging infrastructure to support its electric vehicles.In conclusion, Suzuki Corporation has faced several hindrances in the Indian market, including intense competition, a complex regulatory environment, dependence on one brand, inadequate infrastructure, labor issues, an inadequate supplier base, and a lack of electric vehicle infrastructure. However, the company has demonstrated its ability to adapt to changing market conditions and overcome these challenges, which has helped it to establish a strong presence in the Indian market over the years. Changing consumer preferences is a major challenge to Suzuki Corporation because Indian consumers are increasingly demanding more advanced features and technology in their cars which has made it more challenging for Suzuki to keep up with the changing consumer preferences and stay competitive in the market.

Successful entry into the Indian market has become highly competitive because of several domestic and foreign players that are fighting for market share. This competition has made it difficult for Suzuki to maintain its original position as a market leader considering mainly the small car segment. Price is also a significant factor where Suzuki faces a lot of challenges in the Indian market because many consumers are highly price sensitive. There are several regulatory challenges that have impacted the operations of the company including stringent emission norms and safety regulations that have resulted in increasing the cost of manufacturing and selling cars in the country. The company also has to face several infrastructure challenges in the Indian market because of poor road conditions and a lack of adequate public transportation. It has been difficult for the company to expand its market reach beyond urban areas and be explicitly available to small markets of the country. There are several issues related to labor in the Indian market for Suzuki because of strikes and protests by the workers that can result in distracting production and impact the company's operations.

## 2.4 Summary

Chapter 2 in the research based on the literature review has finely discussed many ways in which Suzuki organisation seeks advantages in the Indian market. In the process, the chapter has also offered an acknowledgment of strategic and generic issues that are faced by Suzuki in India. The research has also offered a discussion over strategies that can play a role in mitigating the harmful impact of the issues. At last, the chapter of the research has also highlighted the hindrances that are faced by Suzuki in India.

# Chapter 3: Research Methodology

## 3.1 Introduction

Research methodology provides a framework for conducting research in a systematic and rigorous manner, allowing researchers to draw meaningful conclusions from their studies (Pandey and Pandey, 2021). India is one of the world’s largest as well as fastest-emerging economies, considering a population of over 1.3 billion people. The country has a vibrant consumer market that offers significant growth opportunities for companies across various sectors, involving the automobile industry. However, the Indian market is also highly competitive, with local and international players vying for a share of the market. In this context, developing a winning strategy is crucial for companies seeking to succeed in the Indian market. This study focuses on Suzuki Motor Corporation and its strategy for getting the strongest position in the Indian market. The company has a significant presence in the Indian market, where it operates through its subsidiary, Maruti Suzuki India Limited. Maruti Suzuki Indian Limited is a well-known automobile manufacturer in India, with a market share of over 50%.

## 3.2 Research philosophy

The set of beliefs, values, as well as assumptions that guide the research process is termed research philosophy. It represents the researcher's worldview and understanding of the nature of knowledge and reality. Research philosophy influences the research design, methodology, data collection methods, and analysis techniques used in a study. In this research ***Interpretivism philosophy*** is selected. Interpretivism philosophy is selected because it emphasizes the role of the researcher in understanding and interpreting the meaning of research data (Frechette et al., 2020). Interpretivism is a research philosophy that highlights the significance of understanding the subjective meaning as well as interpretations that individuals place on their experiences and the world around them. It is a philosophical approach that recognized the complexity and diversity of human experience and the need to study this experience in context. Interpretivism is often contrasted with positivism, which underlines the use of empirical methods and the search for objective knowledge.

At its core, Interpretivism believes that social reality is constructed through language, culture, and other social practices, as well as that researcher must engage with these practices in order to understand the phenomena they are studying. It also argues that the objective approach of positivism is inappropriate for studying the complexity and diversity of human experience. Interpretivism is closely associated with qualitative research methods, such as focus groups, interviews, and ethnography. These methods allow researchers to collect rich and detailed data about the experiences and perspectives of individuals, as well as to interpret this data in context. It recognize that research is a social process, as well as that the relationships between the researcher and the participants are important in shaping the research process and the data that is collected. Interpretivism argues that the research must be reflexive as well as aware of their own biases and assumption in order to conduct research that is ethical and meaningful.

## 3.3 Research approach

In this research, an ***inductive research*** ***approach*** is selected. The inductive research approach is chosen because the researcher begins with specific observations and collects data through various methods such as focus groups, interviews, or observations (Sibeoni et al., 2020). The data collected is then analyzed to identify patterns and themes, which are used to develop broader theories and hypotheses. The process of inductive research involves moving from the specific to the general. The researcher starts with specific observations and works to develop broader theories and hypotheses based on these observations. Inductive research is often used in qualitative research methods, such as ethnography or grounded theory, which seek to understand complex social phenomena in context.

Inductive research is an approach to research that involves starting with specific observations and using these observations to develop broader theories and hypotheses. This approach is mainly contrasted with deductive research, which involves starting with a theory and using observations to test and refine this theory. One of the advantages of inductive research is that it allows for a more flexible and exploratory approach to research. The researcher is not constrained by preconceived theories or hypotheses and is able to develop theories based on the data collected. This can lead to new insights as well as acquiring an understanding of complex social phenomena that may not have been captured by deductive research. However, one of the challenges of inductive research is that it can be more time-consuming and resource-intensive than deductive research. The researcher must obtain as well as analyze a large amount of data for the purpose of identifying the patterns and themes, which can be a time-consuming process.

## 3.4 Research design

***Exploratory research design*** is been considered by the researcher for fulfilling the objectives with the utmost efficiency. Exploratory research design is chosen because it is flexible and open-ended. The researcher is not constrained by preconceived theories or hypotheses and is able to explore the research problem in a non-linear way (Ng et al., 2021). The focus of exploratory research is on generating ideas and insights, rather than testing specific hypotheses. If the topic needs to be understood in depth, and if it has not been completed before then this method is preferred. It is used with the goal of exploring the problem instead of finding a conclusion. Exploratory research is a type of research design that is used to gain a preliminary understanding of a research problem or phenomenon. The goal of exploratory research is to generate ideas and insights that can be used to develop a more focused research study in the future.

Exploratory research is often used when the researcher has limited knowledge or understanding of a research problem or phenomenon. It involves collecting and analyzing data from a variety of sources, such as interviews, focus groups, surveys, and secondary sources, to gain a better understanding of the research problem. One of the advantages of exploratory research is that it permits the researcher to gain a preliminary understanding of a research problem before embarking on a more focused research study. This can help to recognize gaps in knowledge as well as areas where further research is required. Exploratory research can also help to generate new ideas and insights that can be used to develop hypotheses for future research.

## 3.5 Data collection method

In this research, ***Qualitative data*** is collected. Respondents' opinions are freely accessible so opinions are more likely to come as the qualitative data collection method asks questions that are open-ended. In the qualitative data collection method secondary data collection method has been used. This method has been chosen because of the following reasons (Mezmir, 2020). One of the advantages of choosing this data is economics. As data is already been collected by someone else so the researcher does not have to give more of his time, and energy as well as other sources used in this method of research. This method is quite faster as well as easier than the alternative method. So the analyzer can reach directly to the process without wasting more of his time on research.

As this method is flexible enough to ask questions, of everyday realities this helps to understand and solve the problem of real life. This helps to extend knowledge and understanding. There are many advantages of the qualitative data collection method. Some of them are; it helps in analyzing in depth. The researchers can get detailed data collection by analysing qualitative data, the researchers can collect ample information by asking questions that are logical. The collection will be concluded with a series of answers and questions. The advantage of qualitative data collection can be, it helps to understand the thinking of the customers. Market researchers are easily able to understand what is going on in the mind of customers, this data also gives an analysis of why the product has been purchased by the customers.

This research is cost-effective as compared to the other method secondary data is quite cheap as all the data that can be used is already available in the public market such as libraries, and others. Even if the data is not available from the institutions, it is still cheap as compared to the primary data collection method (Ruggiano and Perry, 2019). The data is quite clean as well as structured. Before using the data for primary purposes the data has already been cleaned. The data is available in large volume so there are not many restrictions in collecting data and confusion in choosing the sources to choose from. There is much more information available in this type of data collection.

## 3.6 Data analysis method

The procedure of applying statistical and/or computational methods systematically to data in order to extract meaning and insights from it is termed data analysis. The specific data analysis method used will depend on the type of data being analyzed, the research question being asked, and the research design used. ***Descriptive data analysis*** is selected in this research because descriptive data analysis will be discussed in detail. Descriptive analysis is a method of data analysis that involves summarizing and describing the main features of a dataset (Mishra et al., 2019). This type of analysis is often used in quantitative research studies and can be used to describe both the central tendency and variability of a dataset. The data through which every condition is fulfilled and which shows or helps in summarizing data in a constructive manner is termed descriptive analysis. Historical as well as recent data which has been identified through techniques is the main use of descriptive data.

This analysis allows data to be presented in a simplified manner and in a meaningful way. The key feature of descriptive analysis is that it does not involve testing hypotheses or making inferences about the population. Instead, it focuses on describing and summarizing the data in a meaningful way. There are several techniques that can be used in descriptive analysis, including measures of central tendency (such as the mean, median, and mode), measures of variability (such as the range, standard deviation, and variance), and frequency distributions (which show the number of times each response occurs). One of the advantages of descriptive analysis is that it provides a clear and simple way to summarize data. It can be used to identify patterns and trends in the data, which can be helpful in developing hypotheses for future research. Descriptive analysis is also relatively easy to perform and does not require advanced statistical knowledge.

## 3.7 Research limitations

* One of the limitations of using the qualitative method is the quality of the research is seriously dependent on the viewpoint of the researcher and biased on the side of the researcher.
* The data is collected in bulk so a lot of time is wasted in searching for the data, and maintenance of rigor is quite difficult to maintain (Ross and BiblerZaidi, 2019).
* The results cannot be verified through this research as the research is opening minded and the control is more with the participants. So it becomes difficult for the market to verify the results of the scenarios by respondents. This approach is more of labor-intensive techniques, the more labor-intensive analysis process is required for example recording, categorization, and others. Also, experienced researchers are needed in order to obtain from a group of respondents the needed data.
* This research method is not represented statistically as this method is based on the perspectives of the researchers so the responses that are given are unable to measure. This analysis may turn out to be duplicated.
* Quantitative data needs statistical representation which is not included in qualitative research so comparisons cannot be made. On the other hand, secondary data analysis also has many limitations one of them is a lack of accuracy also lack of relevance, and all the answers required are rarely provided (Kye et al., 2021).
* This research's motive was to find the answers to different problems but gaps are being found in the answers. Secondary data may be found incomplete as well as accuracy may be lacking based on the factor such as the design of the research, the viewpoint of the researcher, stages of reporting, the rate at which the topic has been studied changes, the agreement is lacked between the sources of data, sources and the design of sampling and others.

## 3.8 Ethical considerations

Ethical considerations are an important aspect of any research study, as they ensure that the study is conducted in a way that is respectful, fair, and just. Ethical considerations involve a range of issues, such as informed consent, privacy, confidentiality, as well as the protection of vulnerable populations. Following are the followed ethical considerations for the research:

* One of the most important ethical considerations in research is informed consent. Informed consent involves providing potential participants with all the related information regarding the study so that they can make an informed decision about whether to participate in the study or not (Eng et al., 2020). This includes information regarding the purpose of the study, the procedures, the risks as well as the benefits, and their rights as participants.
* Participants have been provided with the opportunity to ask questions and must be free to withdraw from the study at any time. Confidentiality, as well as privacy, are also crucial ethical considerations within the research.
* Research has taken crucial steps to make sure that participant data is kept secure and that only authorized personnel have access to it. It is important that the privacy of participants is kept private by the researcher to fulfill ethical responsibilities.
* Another responsibility that has been fulfilled by the research is to protect vulnerable populations. This includes groups such as children, pregnant women, individuals with cognitive or physical disabilities, and individuals who may be at risk of coercion or exploitation.
* In addition to these, research has also followed broader ethical principles, such as honesty, integrity, and respect for human dignity. This means that researchers to the research are honest in their reporting of results, and they all adhere to accepted standards of scientific conduct, and must treat participants with respect and dignity.

## 3.9 Summary

This research report aims to provide a comprehensive analysis of the chosen research methodology, research philosophy, research design, research method, data collection, and data analysis. The report discusses in detail the various aspects of the research methodology chosen, which include secondary data analysis as the data collection method, interpretivism as the research philosophy, exploratory research design, and qualitative research method. Additionally, the report highlights the importance of descriptive data analysis in summarizing the collected data in a meaningful and constructive manner. The report intends to provide a clear and concise approach to research methodology and its various components, enabling researchers to choose the appropriate methodology that best suits their research objectives.

# Chapter 4: Analysis and Findings

## 4.1 Introduction:

The procedure of assessing as well as interpreting the data and information that is acquired from the different methods and techniques for extracting meaningful insights is termed data analysis. It involves using various statistical and mathematical techniques to analyse and visualise data. Data analysis plays a critical role in various fields, including business, science, healthcare, and social sciences, among others. Descriptive data analysis is a branch of data analysis that involves summarising and presenting data in a meaningful and understandable way. It involves using statistical measures such as mode, median, mean, and standard deviation to describe the central tendency, variability, and distribution of data. Descriptive data analysis can be done using various tools and techniques, including tables, charts, and graphs. For example, a bar chart can be utilized to compare the frequency of different categories in a dataset, while a scatter plot can be used to show the relationship between the two variables. Descriptive data analysis is useful in many ways. It helps to determine patterns and trends in data, which can be used to make informed decisions. It also helps to identify outliers and anomalies in data, which may require further investigation. Additionally, descriptive data analysis can be used to communicate complex data to a non-technical audience, making it easier for them to understand. Descriptive data analysis is a critical component of data analysis that involves summarising and presenting data meaningfully and clearly. It is an essential tool for making informed decisions and communicating complex data to a non-technical audience.

## 4.2 Understanding the Indian Market- A Key to Suzuki Motor Corporation's Success:

Suzuki Motor Corporation is a leading Japanese automotive manufacturer that has achieved global success, in part due to its successful foray into the Indian market. The company's success in India has been attributed to its understanding of the unique characteristics of the Indian market and the development of products that cater to the needs of Indian consumers.

One of the key factors in Suzuki's success in India is its focus on developing products that are tailored to the Indian market. The company recognized early on that Indian consumers have different needs and preferences than consumers in other parts of the world. For example, the average income of an Indian consumer is much lower than that of a consumer in a developed country. This means that affordability is a critical factor for Indian consumers when making purchasing decisions. To cater to this market, Suzuki developed affordable products that provide good value for money. The company's flagship model in India, the Maruti Suzuki Alto, is a prime example of this strategy.

Another factor that has contributed to Suzuki's success in India is its focus on developing a strong distribution network. The company recognized that India is a vast country with diverse regions, and therefore, it was important to establish a strong presence in all parts of the country. Suzuki has invested heavily in developing a robust distribution network that includes dealerships, service centers, and spare parts suppliers in even the most remote parts of the country. This has allowed the company to reach a wide range of customers and ensure that its products are easily accessible to consumers across India.

Suzuki has also been successful in building strong partnerships with local companies in India. The company has partnered with Maruti, a leading Indian automobile manufacturer, to establish a joint venture that produces and sells Suzuki vehicles in India. This partnership has allowed Suzuki to benefit from Maruti's extensive knowledge of the Indian market and its strong distribution network, while also providing Maruti with access to Suzuki's advanced technology and global resources.

Finally, Suzuki has been successful in building a strong brand reputation in India. The company has focused on providing high-quality products and excellent customer service, which has helped to establish a loyal customer base in the country. In addition, Suzuki has been actively involved in social initiatives in India, such as promoting road safety and supporting education and healthcare initiatives. This has helped to build a positive image of the company in the minds of Indian consumers. In conclusion, Suzuki's success in the Indian market can be attributed to its understanding of the unique characteristics of the Indian market and its ability to develop products and strategies that cater to the needs of Indian consumers. By focusing on affordability, building a strong distribution network, developing partnerships with local companies, and building a strong brand reputation, Suzuki has established itself as a leading player in the Indian automotive market

## 4.3 Building Strong Local Partnerships: A Core Element of Suzuki's Strategy in India:

A Japanese multinational corporation, Suzuki Motor Corporation specializes in the manufacturing of motorcycles, automobiles, as well as marine engines. The company has a strong presence in the Indian market, where it has been operating for more than three decades. One of the core elements of Suzuki's strategy in India is building strong local partnerships. To achieve this objective, Suzuki has forged strong partnerships with Indian companies, including Maruti Udyog Ltd., which is the largest passenger car manufacturer in the country. This partnership has enabled Suzuki to gain a significant market share in India and establish itself as a leading player in the Indian automotive industry. One of the key benefits of building strong local partnerships is the ability to leverage the local partner's knowledge, expertise, and relationships. By partnering with local companies, Suzuki has been able to better understand the Indian market, consumer preferences, and regulatory environment. This has further enabled the company in tailoring its products as well as services to meet the specific needs and preferences of Indian consumers. Another benefit of building strong local partnerships is the ability to share resources and capabilities. For example, Suzuki has been able to leverage Maruti's extensive distribution network and supply chain capabilities to expand its reach and reduce costs. This has enabled the company to offer high-quality products at affordable prices, which has helped to drive demand for its products in India. Suzuki has also invested heavily in research and development (R&D) in India.

The company has established an R&D center in India, which is focused on developing products and technologies that are tailored to the Indian market. This has enabled Suzuki to develop products that are better suited to Indian consumers' needs and preferences, which has helped the company to gain a competitive advantage in the Indian market. Finally, building strong local partnerships has enabled Suzuki to contribute to the development of the Indian economy. The company has created jobs for thousands of Indians, both directly and indirectly, through its partnerships with local companies. Suzuki has also invested in community development projects, including education and healthcare initiatives, which have helped to improve the standard of living for people in the communities where it operates. In conclusion, building strong local partnerships has been a core element of Suzuki's strategy in India. Through its partnerships with local companies, Suzuki has been able to leverage local knowledge, expertise, and relationships, share resources and capabilities, invest in R&D, and contribute to the development of the Indian economy. These efforts have helped Suzuki to incorporate a powerful presence in the Indian market and become a leading player in the Indian automotive industry.

## 4.4 Innovation and adaptation strategies of the company to Thrive in the Indian Market:

Suzuki is a Japanese multinational corporation that specializes in manufacturing automobiles, motorcycles, and marine engines. It is one of the most successful automotive brands in India, with a market share of over 50%. In this article, we will discuss how Suzuki has been able to thrive in the Indian market through innovation and adaptation.

***Innovation:***

Suzuki has been able to innovate continuously to meet the changing demands of the Indian market. One of its most successful innovations is the launch of the Maruti 800 in 1983, which revolutionized the Indian automobile industry. The car was affordable, fuel-efficient, and easy to maintain, making it a popular choice among middle-class families. Since then, Suzuki has continued to introduce new models that cater to the needs of Indian consumers. For example, in 2015, Suzuki launched the Baleno, a premium hatchback that quickly became a best-seller. The Baleno was designed specifically for the Indian market and offered features such as a spacious cabin, fuel efficiency, and advanced safety features.

***Adaptation:***

Suzuki has also been able to adapt to the unique challenges of the Indian market. One of the biggest challenges for automobile manufacturers in India is the poor quality of roads and infrastructure. Suzuki recognized this challenge and adapted its cars to suit Indian roads. For example, the suspension system in Suzuki cars is designed to withstand the harsh conditions of Indian roads. Suzuki also adapted its manufacturing processes to suit Indian conditions. For example, it uses locally sourced materials to reduce costs and offer affordable prices to Indian consumers.

Another challenge for automobile manufacturers in India is the highly competitive market. Suzuki recognized this challenge and adapted its marketing strategies to stay ahead of its competitors. For example, it uses digital marketing to reach out to younger consumers who are more likely to make online purchases. Suzuki also offers various discounts and incentives to attract price-sensitive consumers. In addition to innovation and adaptation, Suzuki has also built a strong brand image in India. The Maruti brand is synonymous with reliability, affordability, and quality, making it a trusted brand among Indian consumers. Suzuki has also built a strong network of dealerships and service centers across India, ensuring that its customers receive excellent after-sales service. Suzuki's success in the Indian market can be attributed to its ability to innovate continuously, adapt to the unique challenges of the Indian market, and build a strong brand image. As the Indian economy continues to grow, Suzuki is well-positioned to continue its success in the country.

## 4.5 Discussion

It has been discussed in the above analysis and above literature reviews that there were many ways that the overall company might increase overall sales by increasing its consumer volume and by enhancing its overall marketing strategy. Maruti Suzuki has been one of the major companies in India and also one of the biggest companies. The market share of Maruti Suzuki has been the biggest automobile manufacturing company in India, which means that the overall strategy which would be utilized by the company to enhance its overall market share and also to lead the company shall be unique and also be distinct in accordance with its winning strategy and plan. There are various strategies that can be used by the company to increase its overall share and also to lead in the market. These strategies need to be analysed and need to be assessed by the company for the purpose of increasing the overall market share and leading itself in the country. These strategies would be adopted by the company to increase its market share and also increase the overall profitability of the company. The profitability of the company would be increased with various mergers and acquisitions which can be used by the company.

Maruti Suzuki has successfully increased their overall market share with the help of various techniques. These techniques will be used by the management of the company to increase the overall profitability of the company. As already discussed above that there are various strategies that can be utilized by the company in improving the overall market share, in the lieu of these strategies, it is very successful for the company to adopt these strategies as there are a lot of competitors in the market with certain technologies and also with certain capital backed with them. These competitors are fierce in the market which means that the strategy which has to be adopted by the company shall be unique and shall be of competitive edge and there shall be a benefit for the company to stand out in the market. There are certain conditions of the company in order to increase the overall wealth and also the overall market share of the company. There are various competitors in the market which increases the chances of losses for the company since there would be better opportunities available for the customers. The strategies that are to be achieved by the company for the purpose of increasing the share of the overall market and also to enhance the overall profitability and cash position are important for the company. There are several opportunities for the company which can enhance its overall position and also the overall profitability in the market. These strategies would be used by the company to increase profit as well as to enhance the overall market position of the company. The market position of the company would be enhanced with the help of certain strategies which can be adopted to increase the market share.

Automobile industries in India are very competitive in nature and also to increase the overall profitability it is important for the company to make competitive strategies. Competitive strategies refer to the strategies which will develop a competitive advantage for the company or a key competitive strategy that distinguishes the company from other competitors. The strategies which would be adopted by the company to grow the overall market share and also increase the overall profitability would be discussed based on several various factors. These factors would be internal and external, internal factors would be related to management whereas external factors would be related to outside factors which cannot be controlled by the company for the purpose of increasing the overall wealth of the shareholders by the increase in the overall profitability of the company. The factors of India and the market in India need to be analysed by Maruti Suzuki, so as to make efficient and achievable decisions to increase overall wealth. These factors can also be considered risk factors that need to be analysed by the company in order to increase its market share. Maruti Suzuki Company was formed as a partnership and joint venture in which two big companies joined forces to achieve the vision as well as mission. The vision along with the mission of the company forms the objectives that are to be considered by the business. The achievement of these objectives will lead to the achievement of the overall mission that is set by the higher authority board of the company.

## 4.6 Summary

This section summarises all the analysis and findings that support the overall research done on the expansion of Maruti Suzuki and how the company can move its operations into the Indian Market. There are several strategies that can be adopted by the company in order to increase the overall market share with the increase in the number of customers. These strategies would be affected by various factors which need to be analysed and assessed by the board in order to increase efficiency.

The analysis also contains the factors that the company needs to consider while developing the strategy and while forming any objectives. These factors might have various effects on the overall system and on the overall performance of the company. There are several techniques which can be used to analyse the overall data and these techniques would be adopted to make peculiar research about the winning strategy needed by Maruti Suzuki.

# Chapter 5: Recommendation and Conclusion

# 5.1 Recommendations

Maruti Suzuki is a leading automobile manufacturer in India, with a significant market share in the passenger vehicle segment. In order to win in the Indian market, Maruti Suzuki must consider a number of strategies that focus on product innovation, marketing, and customer engagement. Here are some strategies that Maruti Suzuki can consider for winning in the Indian market.

**Innovation in Products**: Maruti Suzuki should focus on innovation in its products to attract more customers. The company should invest in research and development to create more fuel-efficient and eco-friendly cars that meet the needs of Indian consumers. Moreover, they should also develop electric vehicles for the Indian market, as the government is encouraging the adoption of electric vehicles in the country (Karim, 2019)

**Localisation**: Maruti Suzuki should focus on localising its products to meet the specific needs of Indian consumers. Localisation can help the company to design cars that meet the unique requirements of the Indian market, including the driving conditions, climate, and road infrastructure. This will help Maruti Suzuki to increase its market share and gain a competitive advantage over its rivals.

**Online Sales and Marketing**: Maruti Suzuki should focus on online sales and marketing to reach out to a larger audience. The company should invest in digital marketing strategies, such as search engine optimization, social media marketing, and email marketing, to promote its products and services. Moreover, the company should also develop a robust online sales platform to enable customers to purchase its products online.

**Customer Engagement**: Maruti Suzuki should focus on customer engagement to build long-term relationships with its customers. The company should invest in customer service and support, including after-sales service, to ensure that customers have a positive experience with the brand. Additionally, the company should also encourage customer feedback as well as further use it to improve its products as well as services.

**Partnerships and Collaborations**: Maruti Suzuki should focus on partnerships and collaborations to expand its reach and market share. The company should collaborate with other companies in the automotive industry to develop new products as well as services that can meet the needs of Indian consumers. Additionally, the company should also partner with government agencies and non-profit organisations to promote the adoption of electric vehicles in the country ( SALI, 2021)

**Branding:** Maruti Suzuki should focus on building a strong brand that resonates with Indian consumers. The company should invest in branding strategies, such as advertising, sponsorships, and endorsements, to enhance brand awareness as well as to develop a positive image of the brand in the minds of consumers. Additionally, the company should also develop a strong corporate social responsibility program to showcase its commitment to the community and environment.

**Price Competitiveness**: Maruti Suzuki should focus on price competitiveness to attract price-sensitive Indian consumers. The company should offer competitive prices for its products and services to attract customers who are looking for value for money. Additionally, the company should also offer financing options and discounts to make its products more affordable for Indian consumers.

**Diversification:** Maruti Suzuki should focus on diversification to reduce its reliance on the passenger vehicle segment. The company should explore opportunities in other segments of the automotive industry, such as commercial vehicles, two-wheelers, and electric vehicles, to expand its reach and market share.

**Talent Management**: Maruti Suzuki should focus on talent management to attract as well as retain top talent in the industry. The company should offer competitive salaries, benefits, as well as other career development opportunities to its employees to create a positive work environment and motivate them to perform at their best (Kumar,2019)

**Agility and Adaptability:** Maruti Suzuki should focus on agility and adaptability to answer to changes in the market and stay ahead of its competitors. The company should be flexible and adaptable in its strategies and operations to meet the evolving needs of Indian consumers and the changing regulatory environment.

therefore, winning in the Indian market requires a combination of product innovation, marketing, customer engagement

# 5.2 Conclusion

In conclusion, Suzuki Motor Corporation needs to develop effective strategies to win in the Indian market. The Indian market is a huge potential market for Suzuki, with a growing middle class and an increasing demand for automobiles. However, the market is also highly competitive and poses significant challenges, such as regulatory hurdles, price sensitivity, and cultural differences. One of the key tactics that Suzuki is using to win in the Indian market is to focus on customer-centric strategies. This includes identifying the needs as well as preferences of Indian customers along with tailoring products as well as services to meet these needs. For example, Suzuki has introduced models that are designed to cater to the specific needs of Indian customers, such as smaller and more fuel-efficient cars. Additionally, the company has developed after-sales service and support that addresses the unique needs of Indian customers. Another tactic that Suzuki is using is to develop partnerships and collaborations with local companies. By partnering with local companies, Suzuki has tapped into local expertise and knowledge, which has helped the company to navigate the regulatory environment and cultural differences. Additionally, partnerships have helped Suzuki to establish a strong local presence and build brand awareness in the Indian market.

In order to develop effective winning strategies, Suzuki has addressed several issues. One of the key issues is understanding the competitive landscape in the Indian market. This involves identifying the strengths and weaknesses of competitors and developing strategies that gave Suzuki a competitive advantage. Additionally, Suzuki needs to develop a deep understanding of the regulatory environment and cultural differences in India. This has helped the company to navigate the market effectively and build relationships with key stakeholders. Suzuki has encountered several hindrances while implementing new strategies in the Indian market. For example, the regulatory environment in India is complex and can pose significant challenges for foreign companies. Additionally, price sensitivity is a key issue in the Indian market, and Suzuki has developed pricing strategies that are competitive yet profitable. Finally, cultural differences have also posed challenges for Suzuki, and the company has developed strategies that are culturally sensitive and resonate with Indian customers.

Overall, developing winning strategies in the Indian market is crucial for Suzuki Motor Corporation to succeed in the long run. By focusing on customer-centric strategies, developing partnerships with local companies, and addressing key issues and hindrances, Suzuki has established a strong presence in the Indian market and capitalise on the growing demand for automobiles. In formulating a strategy for winning in the Indian market, it's important to take a deeper look at some of the challenges and opportunities that Suzuki Motor Corporation is facing in this market. One of the biggest challenges for Suzuki is the highly competitive nature of the Indian automotive industry. There are several major players in the market, including Maruti Suzuki, Hyundai, Tata Motors, and Mahindra, all of whom are competing for market share. In order to succeed, Suzuki needs to differentiate itself from its competitors and offer unique value propositions to Indian customers. This could involve introducing innovative products, developing superior after-sales service and support, or offering competitive pricing.

Another challenge for Suzuki is the regulatory environment in India. The Indian government has executed several regulations to promote the growth of the automotive industry, involving emission standards and safety regulations. While these regulations are intended to promote the industry, they can also create significant barriers for foreign companies such as Suzuki. In order to navigate these regulations successfully, Suzuki will need to invest in local expertise and develop strong relationships with key stakeholders in the industry. Price sensitivity is another key issue in the Indian market. While there is significant demand for automobiles in India, many customers are price-sensitive and look for value for money. This means that Suzuki needs to develop pricing strategies that are competitive yet profitable. Additionally, the company needs to offer financing options and other incentives to make its products more accessible to Indian customers.

Despite these challenges, there are also several opportunities for Suzuki in the Indian market. One of the biggest opportunities is the growing demand for automobiles in India, particularly in the compact car segment. With a growing middle class and increasing urbanisation, more and more Indians are looking for affordable and convenient modes of transportation. Suzuki is well-positioned to meet this demand with its range of small and fuel-efficient cars. Another opportunity for Suzuki is to tap into the local talent and expertise in India. The country has a strong engineering and manufacturing sector, and Suzuki can leverage this talent to develop products that are tailored to the Indian market. Additionally, by partnering with local companies, Suzuki can gain valuable insights into the local market and build strong relationships with key stakeholders.

Therefore, developing a winning strategy for the Indian market is crucial for Suzuki Motor Corporation to succeed in the long run. While there are several challenges that the company will need to navigate, there are also several opportunities to capitalise on. By focusing on customer-centric strategies, developing partnerships with local companies, and addressing key issues such as pricing and regulatory hurdles, Suzuki can incorporate a powerful presence in the Indian market and become a top player in the industry.

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