**EXECUTIVE SUMMERY**

The Indian Automobile Market is expected to grow at a CAGR of 9.5 percent amounting to Rs. 13,008 million by 2010. The Commercial Vehicle Segment has been contributing to the automobile market to a great extent.

Many foreign companies have been investing in the Indian Automobile Market in various ways such as technology transfers, joint ventures, strategic alliances, exports, and financial collaborations. The auto market in India can boast of attractive finance schemes, increasing purchasing power, and launch of the latest products.

Total sales of major car manufacturers in India registered a figure of 0.674 million units at the end of March, 2007. The number of car exports in India was 39,295 units. General Motors, Maruti, and TATA MOTORS accounted for 60 percent of the market sales at the end of April, 2007. There has been an increase in the purchase of motorcycles and cars both, in the rural as well as urban areas.

Maruti Suzuki is India’s No. 1 customer satisfaction car company. Its sale is more than 50% of care of Indian car market. But now it is getting a good competition with other new car company and foreign companies and its sales is going down because other car companies are trying to present different types of new car in different segment. **So in our study in we had tried to study Maruti Suzuki segmentation of cars and its sales trend and its effect on customer**. This project is all about segmentation and sales trend study of Maruti Suzuki. Through our study we are trying to analyze the customer demand in different segments and advancement required in Maruti’s segmentation. We are also analyzing Maruti Suzuki sales trend. We had also collected some secondary data of different study done on Maruti Suzuki and based on that we are trying to present the sales trend analysis of Maruti Suzuki.

And if we talk about TATA detailed analysis of the company shows that the company has had a strong fundamental as well as a strong market performance over the years. Given the economic and the industry environment (improving outlook for the CV industry) TATA Motors would be a key beneficiary. While a pick-up in its CV volumes is evident, operating leverage and cost saving initiatives will improve margins.

On an average more than 73% people feel that the prices are affordable whereas 12% do not agree, 74% believe that attractive discounts are offered whereas 26% are not satisfied with the discounts offered. 20% said that the test drives are not offered and 15% said that post sales follow ups are not done regularly whereas 85% said that they were done regularly but people feel that it is the people’s car as it is satisfactory on all other parameters: knowledgeable sales persons , employees spent enough time before and during sales, display of merchandise is attractive, availability of product, variety of merchandize, vehicle in good condition, prices are affordable, attractive discounts are offered, décor of the waiting area is pleasing, responds to complaints quickly, service at TATA Motors service station is excellent, careful with personal information and is value for money . The overall opinion about TATA Motors is very good.

**CHAPTER 1.** **THE CAR MARKET OF INDIA**

Indian Car Market attained a huge volume over the years with the increase in the opportunity for new investments in the manufacturing of cars in India. The increasing GDP rate, the rising per capita income, growing population and high ownership capacity led to the boom in the Indian Car Market.

**Causes for the boom-**

From the last 15 years due to the liberalization of the Indian economy the entire market scenario have undergone a change with the rich growing richer with time. Moreover, the rise in the income level, change in the general lifestyle, increase in foreign traveling and the easy accessibility of car finance on the basis of affordable installments and interest rates have been the main driving forces behind the flourishing Indian Car Market.

**Car Manufacturers In India-**

Once the most popular car dominating the Indian Car Market was the Ambassador, till the Indian car maker Maruti in the collaboration with the Japanese car giant Suzuki brought a change in the Indian Car Market. However, today, there are numerous car companies with new models coming up every day in the car market of India. Some of the leading brands are like, Hindustan Motors, Reva Electric Car Co., Daimler Chrysler India Private Ltd, Fiat India Private Ltd., Ford India Ltd., General Motors India, TATA MOTORS Siel Cars India Ltd., Hyundai Motors India Ltd., Toyota Kirloskar Motor Ltd. and Skoda Auto India Private Ltd.

**Luxury and super luxury car market-**

In the Indian Car Market demand for luxury and super luxury cars are increasing continuously. Their attractive designs and brand names are the main reasons for the growing need among many Indians who can afford these cars. Several luxury models are to be launched in India in the coming years. As a result Indian Car Market is no longer alien to the luxury car companies like Mercedes Benz, Ferrari, Aston Martin and Rolls-Royce.

**Small car market-**

However, it is the small car segment which still rules the Indian Car Market. During 2006-07, over 7.5 lakh compact cars were sold, with total sales record being around 1.2 million. Taking into account the bustling business in the small car sector in the car market of India, TATA MOTORS Siel Cars has planned to introduce an entry level compact car, in competition with the small cars like Hyundai Santro, Maruti Wagon R, Zen Estilo and Chevrolet Spark. Another company, Skoda Auto India Private Ltd., announced the launching of their first new small car model Skodafabia, in the car market of India this year.

**Governmental strategies:**

The Government of India have taken some initiatives like the liberalizing the foreign exchange and equity regulations, relaxing the tariffs on imports and redesigning the banking policies which have boosted the Indian Car Market to a great extent. Thus, the demand for all types of cars from luxurious models, SUVs to mini-cars have reached a height in the Indian Car Market.

**Future prospects-**

The attractive prospects of the Indian Car Market have prepared the ground for a large number of multi-national automobile companies from Japan, U. S. A., and Europe to come here and work in collaboration with the Indian firms. It is expected that with this growth rate of the Indian Car Market, it will be the third largest automobile market of the world by 2030 after China and the US.

**INTRODUCTION TO THE COMPANY**

***TATA MOTORS***

Tata is a rapidly growing business group based in India with significant international operations. Revenues in 2007-08 are estimated at $62.5 billion (around Rs251,543 crore), of which 61 per cent is from business outside India. The Group employs around 350,000 people worldwide. The Tata name has been respected in India for 140 years for its adherence to strong values and business ethics. The business operations of the Tata Group currently encompass seven business sectors: communications and information technology, engineering, materials, services, energy, consumer products and chemicals. The Group’s 27 publicly listed enterprises have a combined market capitalization of some $60 billion, among the highest among Indian business houses, and a shareholder base of 3.2 million. The major companies in the Group include Tata Steel, Tata Motors, Tata Consultancy Services (TCS), Tata Power, Tata Chemicals, Tata Tea, Indian Hotels and Tata Communications.

The largest passenger automobile and commercial vehicle manufacturing company of India Tata Motors Limited, was formerly called TELCO (TATA Engineering and Locomotive Company), has its headquarters in Bombay, now Mumbai, India. Established in 1945, listed on the New York Stock Exchange in 2004 has created Rs. 320 billion wealth and was one of the top 10 wealth creators in India, With manufacturing facilities in the towns of Jamshedpur, Lucknow, and Pune. This company was founded by Jamshetji Tata and is run by Ratan Tata under the flagship company known as Tata and sons group. He commands 22000 employees working in three plants as well as other regional and zonal offices across the length and breadth of India. Tata motor’s passenger cars still need to reach acceptable international requirements. The company commands an imposing 65% share of the domestic commercial vehicle market and is trying to modernize this segment. The financial business of Tata motors was separated into a subsidiary company in sep. 2006, where it recorded a strong financial performance during the last 5 year period. From year 2003-2007, the profits of the company went up at a CAGR of 36.4%, to attain Rs. 331, 525 million in 2007 from Rs. 95, 731 Million in 2003. By floating two rights issues at the end of Sep 2008 Tata Motors Ltd expected to raise Rs 4, 150 crores. They are offering one ordinary share valued at Rs. 340 every six shares expecting to net Rs. 2.90 Crores, the so called “A” share would have different voting and dividend rights, for every such 6 shares held at a face value of 305 would raise Rs. 1.960 Crores, these proceed would be utilized for an early repayment of the short term funding of 2.3 Billion $ (Rs. 10,189 Crores) Borrowed for Acquisition of jaguar and Land Rover from their principle “The Ford Motor Company’s”.

It is also in talks with private equity funds to offload 25% of stake in each of the following 6 unlisted group units, they are Tata Daewoo commercial vehicle company, HV transmissions, Tata motors finance, Tata technologies and TELCO construction equipment, the sales of the stakes would possible conclude by June 2009, helping it to raise further funds for this acquisition, earlier in July it sold 24% stake in an Auto component unit to a group firm and booked a profit of Rs. 110 crores, it also sold 10 million shares or 1.36% of Tata steel for RS. 486 crores to Tata Sons, the holding company of whole Tata group firms. "The Company aims to monetize a part of its funds through a phased divestment of certain investments preferably as inter-group sales wherever possible at current market prices in the coming six to eight months," the money that will be released from these investments will become a part of the capital to be lifted for repayment of the bridging loan taken for the Jaguar- Land Rover acquisition. Taken in March 2008" (Tata Motors Profile) It took a 15 month bridge loan of 3 billion in March from a consortium of banks to finance the JLR accusation and its expansion plans Since the rights issue was announced on 28th may its share value has fallen more than 30% and fell by 1.82% to Rs. 429.85 on BSE, even though the bench mark index gained 3.8% to end at 15, 049.86 points.

The Analysts say that, this is a strategic move taken by Tata Motors because it is allowing the company to make a lot of profit even when the market is in the financial pressure allows Tata sons to raise its wager in group companies. If the company will follow the above mentioned trends then possibly it can raise its finances in a low liquidity and high interest rate set-up.

**FIVE CORE VALUES**

The Tata Group has always sought to be a value-driven organization. These values continue to direct the Group’s growth and businesses. The five core Tata values underpinning the way we do business are:

Integrity: We must conduct our business fairly, with honesty and transparency. Everything we do must stand the test of public scrutiny.

Understanding: We must be caring, show respect, compassion and humanity for our colleagues and customers around the world, and always work for the benefit of the communities we serve.

Excellence: We must constantly strive to achieve the highest possible standards in our day-today work and in the quality of the goods and services we provide.

Unity: We must work cohesively with our colleagues across the Group and with our customers and partners around the world, building strong relationships based on tolerance, understanding and mutual cooperation.

Responsibility: We must continue to be responsible, sensitive to the countries, communities and environments in which we work, always ensuring that what comes from the people goes back to the people many times over.

***MARUTI SUZUKI***

Maruti Suzuki India Limited is a publicly listed [automaker](http://en.wikipedia.org/wiki/Automaker) in [India](http://en.wikipedia.org/wiki/India). It is a leading four-wheeler [automobile](http://en.wikipedia.org/wiki/Automobile) [manufacturer](http://en.wikipedia.org/wiki/Manufacturing) in [South Asia](http://en.wikipedia.org/wiki/South_Asia). [Suzuki Motor Corporation](http://en.wikipedia.org/wiki/Suzuki) of Japan holds a majority stake in the company. It was the first company in India to mass-produce and sell more than a million cars. It is largely credited for having brought in an automobile revolution to India. It is the market leader in India. On [17 September](http://en.wikipedia.org/wiki/September_17) [2007](http://en.wikipedia.org/wiki/2007), Maruti Udyog was renamed to Maruti Suzuki India Limited. The company's headquarters remain in [Gurgaon](http://en.wikipedia.org/wiki/Gurgaon), near [Delhi](http://en.wikipedia.org/wiki/Delhi).

Maruti Suzuki is one of India's leading automobile manufacturers and the market leader in the car segment, both in terms of volume of vehicles sold and revenue earned. Until recently, 18.28% of the company was owned by the [Indian government](http://en.wikipedia.org/wiki/Government_of_India), and 54.2% by [Suzuki](http://en.wikipedia.org/wiki/Suzuki) of [Japan](http://en.wikipedia.org/wiki/Japan). The Indian government held an [initial public offering](http://en.wikipedia.org/wiki/Initial_public_offering) of 25% of the company in June 2003. As of [May 10](http://en.wikipedia.org/wiki/May_10), [2007](http://en.wikipedia.org/wiki/2007), Govt. of India sold its complete share to Indian financial institutions. With this, Govt. of India no longer has stake in Maruti Udyog.

Maruti Udyog Limited (MUL) was established in February 1981, though the actual production commenced in 1983. Through 2004, Maruti has produced over 5 Million vehicles. Marutis are sold in India and various several other countries, depending upon export orders. Cars similar to Marutis (but not manufactured by Maruti Udyog) are sold by Suzuki in [Pakistan](http://en.wikipedia.org/wiki/Pakistan) and other [South Asian](http://en.wikipedia.org/wiki/South_Asia) countries.

The company annually exports more than 30,000 cars and has an extremely large domestic market in India selling over 500,000 cars annually. [Maruti 800](http://en.wikipedia.org/wiki/Maruti_800), till [2004](http://en.wikipedia.org/wiki/2004), was the India's largest selling compact car ever since it was launched in 1983. More than a million units of this car have been sold worldwide so far. Currently, [Maruti Alto](http://en.wikipedia.org/wiki/Maruti_Alto) tops the sales charts.

Due to the large number of Maruti 800s sold in the Indian market, the term "Maruti" is commonly used to refer to this compact car model. Till recently the term "Maruti", in popular Indian culture, was associated to the Maruti 800 model.

Maruti Suzuki India Limited, a subsidiary of Suzuki Motor Corporation of Japan, has been the leader of the Indian car market for over two decades.

Its manufacturing facilities are located at two facilities Gurgaon and Manesar south of New Delhi. Maruti’s Gurgaon facility has an installed capacity of 350,000 units per annum. The Manesar facilities, launched in February 2007 comprise a vehicle assembly plant with a capacity of 100,000 units per year and a Diesel Engine plant with an annual capacity of 100,000 engines and transmissions.

Manesar and Gurgaon facilities have a combined capability to produce over 700,000 units annually. More than half the cars sold in India are Maruti cars. The company is a subsidiary of Suzuki Motor Corporation, Japan, which owns 54.2 per cent of Maruti. The rest is owned by the public and financial institutions. It is listed on the Bombay Stock Exchange and National Stock Exchange in India.

During 2007-08, Maruti Suzuki sold 764,842 cars, of which 53,024 were exported. In all, over six million Maruti cars are on Indian roads since the first car was rolled out on [December 14](http://en.wikipedia.org/wiki/December_14), [1983](http://en.wikipedia.org/wiki/1983).

Maruti Suzuki offers 10 models, ranging from the people’s car, Maruti 800, for less than Rs 200,000 ($ 5000) ex-showroom to the premium sedan SX 4 and luxury SUV, Grand Vitara.Suzuki Motor Corporation, the parent company, is a global leader in mini and compact cars for three decades. Suzuki’s technical superiority lies in its ability to pack power and performance into a compact, lightweight engine that is clean and fuel efficient.

Maruti is clearly an “employer of choice” for automotive engineers and young managers from across the country. Nearly 75,000 people are employed directly by Maruti and its partners.

The company vouches for customer satisfaction. For its sincere efforts it has been rated (by customers) first in customer satisfaction among all car makers in India for seven years in a row in annual survey by J D Power Asia Pacific.

Maruti Suzuki was born as a government company, with Suzuki as a minor partner, to make a people’s car for middle class India. Over the years, the product range has widened, ownership has changed hands and the customer has evolved. What remains unchanged, then and now, is Maruti’s mission to **motorize India.**

**CHAPTER 2.**

**LITERATURE REVIEW**

Tata motors are one of the most important automobile manufacturers of Indian automobile industry. It started its operation in 1954 in joint venture with Daimler-Benz. Since 1954 it is the largest manufacturer of India. It entered in the passenger car market in 1992 with its product Indica V2 since than it is capturing the market rapidly. And also profit of Tata Motors is also increasing each and every year.

In 2005, Tata Motors acquired a 21% controlling stake in the Spanish bus and coach manufacturer Hispano Carrocera. Tata Motors continued its market area expansion through the introduction of new products such as buses (Starbus & Globus, jointly developed with subsidiary Hispano Carrocera) and trucks (Novus, jointly developed with subsidiary Tata Daewoo).

In 2006, Tata formed a joint venture with the Brazil-based Marcopolo, Tata Marcopolo Bus, to manufacture fully built buses and coaches.

In 2008, Tata Motors acquired the British car maker Jaguar Land Rover, manufacturer of the Jaguar, Land Rover and Daimler luxury car brands, from Ford Motor Company.

In May 2009 Tata unveiled the Tata World Truck range jointly developed with Tata Daewoo. Debuting in South Korea, South Africa, the SAARC countries and the Middle-East by the end of 2009.

Tata acquired full ownership of Hispano Carrocera in 2009.[16]

In 2010, Tata Motors acquired an 80% stake in the Italy-based design and engineering company Trilix for a consideration of €1.85 million. The acquisition formed part of the company's plan to enhance its styling and design capabilities.

In 2012, Tata Motors announced it will invest around Rs 600 crore on developing Futuristic Infantry Combat Vehicles in colloboration with DRDO.

**CHAPTER 3.** **OBJECTIVE OF THE STUDY**

The research project is mainly divided into two parts first one is study about segmentation of cars and its market and the second is comparision between Tata Motors and Maruti Suzuki.

The subjects under these two parts are

1. General study about segmentation of cars and its market
   1. To study about car market of India.
   2. To study about segmentation of car on different basses
   3. To study about Tata Motors and Maruti Suzuki.
2. Comparison between Tata Motors and Maruti Suzuki.
   1. Study of swot matrix of these comapnies.
   2. Study of marketing strategy of these company

The study will end with a conclusion giving a reflection of whole project and recommendations on the basis of data findings.

**SCOPE OF THE STUDY**

This project will be very helpful to us to know

* The TATA MOTORS
* The MARUTI SUZUKI
* The marketing strategy of both the companies

This project will be an information guide to the company for understanding the marketing trends of Maruti and TATA.

**RESEARCH METHODOLOGY**

Research methodology is considered as the nerve of the project. Without a proper well-organized research plan, it is impossible to complete the project and reach to any conclusion. The project was based on the survey plan. The main objective of survey was to collect appropriate data, which work as a base for drawing conclusion and getting result.

**Therefore,** research methodology is the way to systematically solve the research problem. Research methodology not only talks of the methods but also logic behind the methods used in the context of a research study and it explains why a particular method has been used in the preference of the other methods

**RESEARCH DESIGN**

A Research Design is the framework or plan for a study which is used as a guide in collecting and analyzing the data collected. It is the blue print that is followed in completing the study. The basic objective of research cannot be attained without a proper research design. It specifies the methods and procedures for acquiring the information needed to conduct the research effectively. It is the overall operational pattern of the project that stipulates what information needs to be collected, from which sources and by what methods.

**Types of research is: Descriptive Research**

The type of research adopted for study is descriptive. Descriptive studies are undertaken in many circumstances when the researches is interested to know the characteristic of certain group such as age, sex, education level, occupation or income. A descriptive study may be necessary in cases when a researcher is interested in knowing the proportion of people in a given population who have in particular manner, making projections of a certain thing, or determining the relationship between two or more variables. The objective of such study is to answer the “who, what, when, where and how” of the subject under investigation. There is a general feeling that descriptive studies are factual and very simple. This is not necessarily true. Descriptive study can be complex, demanding a high degree of scientific skill on part of the researcher.

Descriptive studies are well structured. An exploratory study needs to be flexible in its approach, but a descriptive study in contrast tends to be rigid and its approach cannot be changed every now and then. It is therefore necessary, the researcher give sufficient thought to framing research.

**Questions and deciding the types** of data to be collected and the procedure to be used in this purpose. Descriptive studies can be divided into two broad categories: Cross Sectional and Longitudinal Sectional. A cross sectional study is concerned with a sample of elements from a given population. Thus, it may deal with household, dealers, retail stores, or other entities. Data on a number of characteristics from sample elements are collected and analyzed. Cross sectional studies are of two types: Field study and Survey. Although the distinction between them is not clear- cut , there are some practical differences, which need different techniques and skills. Field studies are ex-post-factor scientific inquiries that aim at finding the relations and interrelations among variables in a real setting. Such studies are done in live situations like communities, schools, factories, and organizations.

Another type of cross sectional study is survey result, which has been taken by me. A major strength of survey research is its wide scope. Detail information can be obtained from a sample of large population .Besides; it is economical as more information can be collected per unit of cost. In addition, it is obvious that a sample survey needs less time than a census inquiry. Descriptive research includes survey and fact finding enquiries of different kinds of the major purpose. Descriptive research is description of the state of affairs, as it exists at present. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. The methods of research utilized in descriptive research are survey methods of all kinds including comparative and co relational methods. The reason for using such needs to be flexible in its approach, but a descriptive study in contrast tends to be rigid and its approach cannot be changed every now and then.

**TYPE OF DATA COLLECTED**

There are two types of data used. They are primary and secondary data. Primary data is defined as data that is collected from original sources for a specific purpose. Secondary data is data collected from indirect sources.

**PRIMARY SOURCES**

These include the survey or questionnaire method, telephonic interview as well as the personal interview methods of data collection.

**SECONDARY SOURCES**

These include books, the internet, company brochures, product brochures, the company website, competitor’s websites etc, newspaper articles etc.

**SAMPLING**

Sampling refers to the method of selecting a sample from a given universe with a view to draw CONCLUSIONs about that universe. A sample is a representative of the universe selected for study.

**SAMPLE SIZE**

The sample size for the survey conducted was **150 respondents.** This sample size was taken on 95% confidence level and 6 significant level.

**SAMPLING TECHNIQUE**

**Definite sampling technique** was used in the survey conducted

**Questionnaires:**

This is the most popular tool for the data collection. A questionnaire contains question that the researcher wishes to ask his respondents which is always guided by the objective of the survey.

**Pie chart:**

This is very useful diagram to represent data , which are divided into a number of categories. This diagram consists of a circle of divided into a number of sectors, which are proportional to the values they represent. The total value is represented by the full create. The diagram bar chart can make comparison among the various components or between a part and a whole of data.

**Bar chart:**

This is another way of representing data graphically. As the name implies, it consist of a number of whispered bar, which originate from a common base line and are equal widths. The lengths of the bards are proportional to the value they represent.

**Preparation of report:**

The report was based on the analysis and presented with the findings and suggestions. The sample of the questionnaires is attached with the report itself.

**MARKETING ANALYSIS**

**OF**

**TATA MOTORS**

**AND**

**MARUTI SUZUKI**

****

**SWOT OF TATA MOTORS**

**Strengths**

* The Nano is Tata’s iPod. Great engineering and design in a rules-breaking product that has generated global awareness and admiration
* The brand is very well established in the economy segment
* Tata’s management is strengthened by the collective experience of its partners and acquired companies – this includes general management, marketing, sales and operations
* Tata’s buying power is enhanced and leveraged through its size
* Tata is making smart acquisition and partnering decisions so far. Local management teams remain in place vs. installing Tata leaders from afar. 1+1 = 3 seems to be working so far

**Weaknesses**

* Tata Motors is not well positioned in the luxury segment. This is not a problem during recessionary times but a lack of diversification can hurt during better times
* Most of the automobiles Tata manufactures are based on older platforms
* The Company’s manufacturing practices trail competitors

**Opportunities**

* The Nano could sell well in other geographic markets. Expanding markets such as China may find the Nano just the answer
* Jaguar and Land Rover provide Tata with an opportunity to establish itself in the luxury segment

**Threats**

* Powerful competitors for the luxury market including Honda, Toyota, Ford and Mercedes-Benz are beginning to push into the Indian market
* Tata’s competitive price advantage will be under pressure as environmental regulations are tightened
* Rising material costs will create pressure to increase prices
* There is a trending rise in diesel fuel costs which will hurt Tata’s line of products

**SWOT OF MARUTI SUZUKI**

### Strengths

### Bigger name in the market

### Trust of people

### Established distribution and after sales service

### Understanding of Indian market

### Ability to Design product with differentiate features

### Brand image

### Experience in knowhow in technology

### Low maintenance cost of vehicle

### Weaknesses

### Lack of experience in foreign market

### Comparatively new in diesel car

### People Resistant to upper segment model

### Heavy import tariff on fully built imported model

### Exports are not good

### Global image is not big

### Opportunities

### Increased purchasing power of Indian middle class category

### Government subsidy

### Tax benefit

### Prospective buyers in two wheeler segment

### Great opportunities to grow with Swift and SX4 allover

### Introduction of more diesel models. The diesel car market is growing.

### Opportunities to grow by entering into bigger car markets

### Already a market leader o great opportunity to be the king of the market in every stage of industry.

### Threats

### Foreign companies entering into market; so a bigger threat from MNC’s.

### To the market share as many bigger names are coming

### Competition from second hand cars and Tata Nano

### Threat from Chinese Manufactures

### There is hardly any diesel model

### Rs 1 lakh to 1.5 lakh car

**Chapter 4.**

**Data Reduction, Presentation & Analysis**

Question 1. The 3 most important feature people looking in a car?



Indian car customers are not aware about the safety and power of car they are looking for look of the car and fuel efficiency.

|  |  |
| --- | --- |
| safety | 43 |
| look | 119 |
| interior | 27 |
| features | 9 |
| maintenance | 18 |
| music system | 12 |
|  |  |
| comfort | 51 |
| mileage | 112 |
| price | 21 |
| brand | 15 |
| power | 14 |
| capacity | 9 |

Question 2. Currently the people are driving following cars

* 1. based on model



|  |  |
| --- | --- |
| swift | 21 |
| TATA MOTORS city | 12 |
| sx4 | 6 |
| zen | 12 |
| tata safari | 3 |
| wagon r | 16 |
| accent | 3 |
| tata indigo | 3 |
| santro | 18 |
| i-10 | 7 |
| ms 800 | 15 |
| opel | 3 |
| icon | 3 |
| a-star | 6 |
| civic | 6 |
| uva | 3 |
| alto | 10 |
| leana | 3 |

b. Based on the company

86

18

6

28

12

maruti suzuki

honda

tata

hyundai

others

The figure shows that Maruti Suzuki is the master of today’s car market followed by TATA MOTORS

|  |  |
| --- | --- |
| Maruti Suzuki | 86 |
| Honda | 18 |
| tata | 6 |
| hyundai | 28 |
| others | 12 |

Question 3. Satisfaction level with current car



Generally the customers are satisfied with their own current car

|  |  |
| --- | --- |
| level 5 | 52 |
| level 4 | 67 |
| level 3 | 22 |
| level 2 | 6 |
| level 1 | 3 |

Question 4. Top 4 mid segment brands in the customers view



Maruti is most popular brand in the India flowed by TATA MOTORS etc.

|  |  |
| --- | --- |
| MARUTI | 144 |
| TATA MOTORS | 100 |
| HYUNDAI | 132 |
| TATA | 116 |
| FORD | 72 |
| OTHERS | 36 |

Question 5. Price range of the car considered by customer



Maximum customer in India are looking for the car priced between 4 to 6 lacks.

|  |  |
| --- | --- |
| 2-4 lacks | 15 |
| 4-6 lacks | 69 |
| 7-10 lacks | 27 |
| 10-15 lacks | 27 |
| 15 and above | 12 |

Question 6. Customers are looking for following car as their new car?

Customer prefer Maruti Suzuki cars as compare to Tata Motors car.

Question 7. Source of information for purchasing a new car



Customers are influenced by internet, dealer and friends for information about car.

|  |  |
| --- | --- |
| internet | 39 |
| television | 18 |
| auto magazine | 16 |
| dealer | 36 |
| friend | 30 |
| any other | 11 |

Question 8. Influencer in the family for buying a new car



Customers are influenced by family members for purchasing a new car

|  |  |
| --- | --- |
| self | 48 |
| suppose | 21 |
| children | 27 |
| parent | 27 |
| friends | 12 |
| others | 15 |

Question 9. Fuel preference for a car



Petrol is most preferred fuel for a car.

|  |  |
| --- | --- |
| petrol | 67 |
| diesel | 49 |
| cng | 34 |

Question 10. Brand loyalty?

The above chart represents the percentage of people who are loyal to their brand in which only 30% of the people are loyal to Tata Motors Company and 50% of the people to Maruti Suzuki

Question 11. Satisfaction from the products

The above chart represents the percentage of the people who are satisfied by using the cars of Maruti Suzuki with respect to 50% and Tata Motor with respect to 45% respectively.

Question 12. Importance of feature in a car at the time of buying

The answers are on the scale of 5 level of importance the results are the average of the total.



|  |  |
| --- | --- |
| value for money | 5 |
| brand | 4 |
| fuel economy | 4.5 |
| space and comfort | 4 |
| safety | 4.5 |
| engine power | 4.5 |
| service centers | 4 |
| interior | 3.5 |

**Chapter 5.**

**FINDINGS AND RECOMMENDATION**

1. Indian car customers are not aware about the safety and power of car they are looking for look of the car and fuel efficiency.
2. The figure shows that Maruti Suzuki is the master of today’s car market followed by Hyundai and TATA MOTORS
3. Generally the customers are satisfied with their own current car
4. Maruti is most popular brand in the India flowed by Hyundai, TATA MOTORS etc.
5. Maximum customer in India are looking for the car priced between 4 to 6 lacks.
6. This shows that most of the people are looking for city, civic and swift as there new car.
7. Customers are influenced by internet, dealer and friends for information about car.
8. Customers are influenced by family members for purchasing a new car
9. Petrol is most preferred fuel for a car.
10. Times of India and Hindustan times are most read news paper
11. Generally peoples are viewing the sports and news channel
12. In India the average annual income of the people are 2.5 to 5 lacks per annum.

**Chapter 6.**

**Conclusion**

After studying the data we can conclude that Tata Motors is not so good as compare to Maruti Suzuki. Today the company is the undisputed market leader in the commercial vehicles industry in India and is gradually emerging as one of the key players internationally too. It has been forging ahead on a number of fronts in an attempt to further entrench its position as a market leader. In the SCV segment, the company has witnessed unprecedented success with the launch of the pioneering Tata ACE. In the M and HCV segment, the company has been taking determined steps to further consolidate its position. The company enjoys a number of key strengths that enable it to present a unique value proposition to its customers.

However this success is far from being a given. The company must focus on combining its unique strengths, as it endeavors to replicate its recent successes in new segments and across new geographies. Apart from product reliability, the most important determinant of future success would the company's ability to bolster its support framework. If the company gets it right, the spoils could indeed be breathtaking. Not only that catapult the company to the forefront of creating a unique customer experience, but also help spawn altogether new revenue streams. The future presents challenges and opportunities for the company in equal measure both domestically and internationally. While pitfalls are many, Tata Motors looks well positioned indeed to capitalize on these opportunities and take on the world.

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**ANNEXURE**

**Questionnaire**

**Dear/Respected Respondent,**

1. The 3 most important features you look for in a car?
   * 1. ................................................................
     2. ................................................................
     3. ………………………………………………………………

1. Which car do you use now?

..............................................

1. Your satisfaction level with your car.

**Very much satisfies**

**Not At all satisfies**

**5**

**4**

**3**

**2**

**1**

1. Name Top 4 mid segment Brands.(in your view)

………………………………………………………………………………………

1. What is the price range you would consider for a new car?

From [ ] to [ ] lacs

1. Is there a specific vehicle you are currently interested in?

.........................................................................................

1. Why do you like this vehicle?

.........................................................................................

1. For Buying a car you are more likely to get information from:

Name one only

1. Internet [ ]
2. Television [ ]
3. Auto magazine [ ]
4. Dealers [ ]
5. Friends [ ]
6. Any Other [ ]
7. Who influence most in the family for buying car?
8. You [ ]
9. Wife/Husband [ ]
10. Children [ ]
11. Parents [ ]
12. Friends [ ]
13. Any other [ ]

10. You would prefer petrol/diesel/CNG car? .......................................................................

11. Brand Loyalty

a. Maruti Suzuki [ ]

b. Tata Motors [ ]

c. Hyundai [ ]

d. Honda [ ]

12. ‘How important are the following features you consider for Buying a new Car’

On a Scale of **1 to 5** where,

(5= Must have; 4= High Priority; 3= Worth Considering; 2= Don’t Care; 1= Unwanted)

Price/Value for money …………………………………..

Prestige/Status/Brand …………………………………..

Fuel Economy …………………………………..

Passenger Space and Comfort …………………………………..

Safety …………………………………..

Engine Power …………………………………..

Service Centers …………………………………..

Luxurious interior …………………………………..

Contact Details:

Name: - …………………………………………………….. Gender:………………….

Age: - ……………………………………. Contact no:-…………………………..

E mail address: - …………………………………………………………………………

Current Occupation: - Student [ ] Service [ ] Business [ ] Any other……………………….

Education: High School [ ] Intermediate [ ] Graduate [ ] Post Graduate [ ]