

TATA Motors Limited MENA Region Market Research

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6 Steps of Market Research Process

Step 1: Defining the Objective

TATA Motors Limited is an Indian multinational automotive manufacturing company headquartered in Mumbai, Maharashtra, India. It is a USD 45 billion organisation that was founded in 1945. TATA Motors Limited is a leading global automobile manufacturing with a portfolio that covers a wide range of Passenger Cars, Commercial Cars, SUVs, Buses, Trucks, Sports Cars, Automotive parts, Coaches, Construction Equipment and Defence vehicles (Military Vehicles). It is a part of TAT Group, an Indian conglomerate.

As TATA Motors Limited want to penetrate the MENA Region (Middle East & North Africa), this Market Research will focus on this.

Step 2: Determine Research Design

The research method used in this Market Research is Exploratory Research. As TATA Motors are not well defined or known in the MENA Region.

Step 3: Prepare Research Instrument

As in this Market Research will be using only online secondary data. All that is needed is internet connection.

Step 4: Data Collection

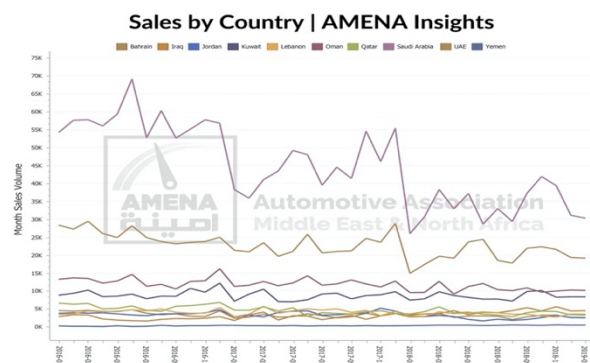
The data in this Market Research is collected from the websites below:

- <https://www.tatamotors.com/products/>
- https://en.wikipedia.org/wiki/Tata_Motors
- <https://www.focus2move.com/mena-car-market-2019/>
- <https://www.amenaauto.org/2019/03/middle-east-car-sales-data-reveals-improvement-in-early-2019/>
- <https://drivetribe.com/p/what-is-the-best-selling-car-in-bAr8WzNiSNyGU33pgFJUQQ?iid=XoflKxRnSBimgyuGpwXI6A>
- https://www.irena.org/-/media/Files/IRENA/Agency/Publication/2020/Apr/IRENA_GRO_R07_MENA.pdf?la=en&hash=B8636B0BE086FE7033F120A6E9AA385F21A48747
- <https://www.thestrategywatch.com/swot-analysis-tata-motors/>

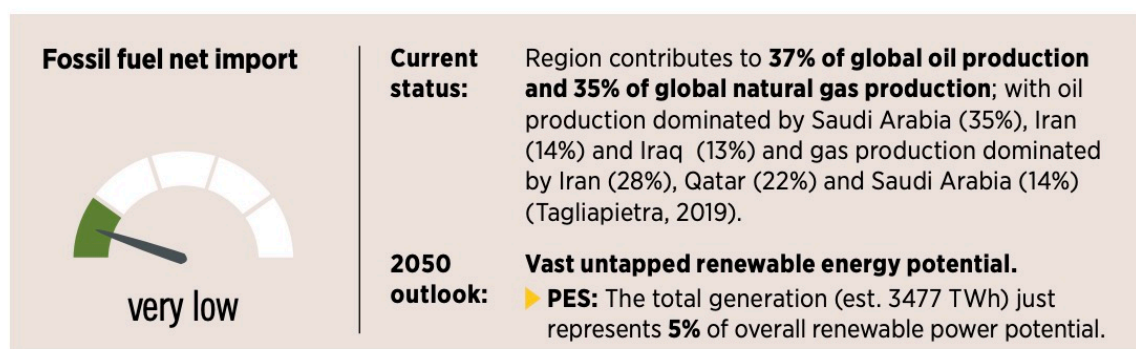
Step 5: Analyze Data

- The following graphs shows the total money spend on vehicles, which country spends more and on what kind of vehicles.

Rank 2019	Rank 2018	Model	Sales 2019	2019 Var	Share 2019
1	1	Saudi Arabia	532803	29,0%	26,8%
2	2	Israel	249783	-5,0%	12,6%
3	3	UAE	241643	-0,8%	12,2%
4	4	Egypt	170000	-7,1%	8,6%
5	5	Morocco	160200	-7,7%	8,1%
6	6	Algeria	125000	-5,7%	6,3%
7	8	Kuwait	112608	6,3%	5,7%
8	7	Oman	108602	-13,8%	5,5%
9	9	Iraq	79980	39,6%	4,0%
10	11	Qatar	48635	-2,4%	2,4%



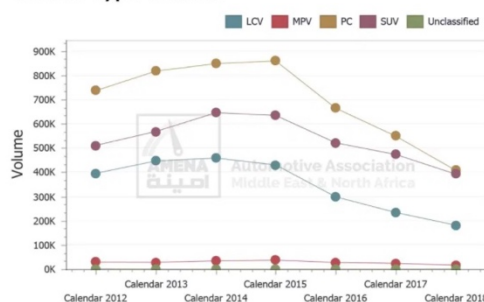
- As SUV is the most demanded vehicle in the MENA Region, here are the top three selling SUV vehicles in the MENA Region:



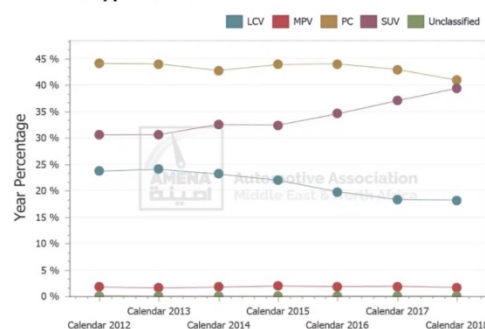
Note: Current status, IRENA analysis based on proportion of net imports of fossil fuels in TPES, 2017 values (IEA, 2019). 2050 outlook, IRENA analysis and potential based on Deng *et al.* (2015).

- Nissan Patrol.
- Mitsubishi Pajero.
- Toyota Land Cruiser.
- In the below figure, it will show that fuel prices will not increase in the MENA Region as they produce large amount of the worldwide fuel.

Vehicle Type Volume



Vehicle type % of ME



Sales charts by segment for the Middle Eastern markets (2012-2018).

- TATA Motor Limited SWAT analysis to show the strength of the brand and give a brief of how TATA Motor Limited might penetrate the MENA Region market:
 - Strengths:
 - Diversified Portfolios.
 - Stabilized Earning.
 - Number of Employees.
 - Recognized Brand: In its home country and neighbor countries.
 - Weaknesses:
 - Indifferent to Changes: As automobile industry is very competitive industry.
 - Global Presence.
 - Weak Marketing Policy: Need to strengthen marketing policy to promote its product worldwide.
 - Narrow Domestic Market: Depends on local market.
 - Opportunities:
 - Global Positioning.
 - Opportunities for Merger and Acquisitions.
 - Increasing Purchase Power of Indian People.
 - Expanding Auto Market.
 - Threats:
 - Fuel Price: Cost of fuel affects the sale of vehicles.
 - Government Law on Environment: Develop more carbon-efficient vehicles which need additional investment.
 - Market Competition.
 - Increasing Production Cost.

Step 6: Results

Entering MENA Region is a good choice for TATA Motor Limited. As there is potential in the region for high sales, due to the lowering of fuel prices in the region and the high demand of consumers changing their vehicles. TATA Motor Limited need to develop a powerful marketing policy and marketing strategy to impact the sales growth and acquire a brand positioning in the region.