

A

Project Report On

“Study of Marketing strategy of Padmavati Auto Sales At Sangamner”

Submitted in the Partial Fulfillment for the Award of the
Degree of Bachelor in Business Administration (BBA) Of Savitribai Phule Pune
University, Pune

In Marketing Management

By

Mr. Rahul Vasantryao Ukirde

Under the Guidance of

Prof. Sayyad L.R.



MES, Arts, Commerce & Science College, Sonai,

Tal. Newasa Dist. Ahmednagar

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Certificate

This is to certify that **Mr. Rahul Vasantrao Ukirde** had completed the Project titled “**Study of Marketing strategy of Padmavati Auto Sales At Sangamner**” in MES, Arts, Commerce & Science College, Sonai, under the guidance of **Prof. Sayyad L.R.** in partial fulfillment of the requirement for the award of degree of Bachelor of Business Management at Savitribai Phule Pune University, Pune.



Signature of Guide



Signature of Student



Internal Examiner



External Examiner

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1)INTRODUCTION TO THE TOPIC

“Analysis of marketing strategies in a four wheeler dealership company” encompasses several aspects of marketing function in an organization as well as the in depth study of an automobile sector. Marketing is much more than just an isolated business function – it is a philosophy that guides the entire organization towards sensing, serving and satisfying consumer needs. The marketing department cannot accomplish the company’s customer relationship-building goals by itself. It must partner closely with other departments in the company and with other organization throughout its entire value – delivery network to provide superior customer value and satisfaction. Thus marketing calls upon everyone in the organization to “think customer” and to do all they can to help build and manage profitable customer relationship. Marketing is all around us, and we need to know that it is not only used by manufacturing companies, wholesaler and retailers, but also by all kinds of individuals and organizations.

There are four major, powerful themes that go to the heart of modern marketing theory and practice, they are:

1. Building and Managing Profitable Customer Relationships.
2. Building and Managing Strong Brands.
3. Harnessing New Marketing Technologies in This Digital Age.
4. Marketing in a Socially Responsible Way around the Globe.

“What marketing is what it does and what it offers.” “Marketing is a social and managerial process whereby individual and groups obtain what they need and want through creating and exchanging products and value with others”. “Marketing management is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.” “Marketing offers some combination of products, services, information, or experiences offered to a market to satisfy a need or want”. Marketing is an orderly and insightful process for thinking about and planning for markets. The process starts with researching the market place to understand its dynamics. The marketer uses research methodologies to identify

opportunities, that is, to find individuals and groups of people with unmet needs or latent interest in some products or service.

The marketing process consists of the following:

1. Analyzing marketing opportunities
2. Developing marketing strategies.
3. Planning marketing programs i.e. research distribution
4. Managing the marketing efforts.
5. Financial Analysis
6. Review and Revise



2)OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To know the influence of various marketing strategies, promotional activities, over the customers of four wheelers.

SECONDARY OBJECTIVES

- To know the effective factors for preferring 4 wheelers
- To know the factor for awareness of the cars
- To know whether the customers are satisfied with the offers given by the dealer
- To know which kind of offers can attract the new customers
- To study and analyze the promotional strategies of the company
- To find the area to be improved
- To find out the satisfaction of the customers
- To find the reasons for the dissatisfaction
- To study the channel levels involved in the promotion of the cars
- To study and analyze the customer's perception regarding the usefulness/utility of cars sold by the company
- To study and analyze the distributors perception regarding the promotional and distributional strategies of Padmavati Auto.

3)INTRODUCTION TO AUTOMOBILE INDUSTRY

Automotive industry is the key driver of any growing economy. It plays a pivotal role in country's rapid economic and industrial development. It caters to the requirement of equipment for basic industries like steel, non-ferrous metals, fertilizers, refineries, petrochemicals, shipping, textiles, plastics, glass, rubber, capital equipments, logistics, paper, cement, sugar, etc. It facilitates the improvement in various infrastructure facilities like power, rail and road transport. Due to its deep forward and backward linkages with almost every segment of the economy, the industry has a strong and positive multiplier effect and thus propels progress of a nation. The automotive industry comprises of the automobile and the auto component sectors. It includes passenger cars; light, medium and heavy commercial vehicles; multi-utility vehicles such as jeeps, scooters, motor-cycles, three wheelers, tractors, etc; and auto components like engine parts, drive and transmission parts, suspension and braking parts, electrical body and chassis parts; etc. The Role of Automobile Industry in India GDP has been phenomenon. The Automobile Industry is one of the fastest growing sectors in India. Probably automobile industries occupy a large market share in the worlds market as well as in the Indian market. Nearly 18% of the total national income is being incurred from the automobile industry. From this we can estimate the importance of an automobile industry in the improvement of GDP of a country. In India automobile industry has a growth rate is at the average of 10-12%. India has become one of the international players in the automobile market. It is expected that the Automobile Industry in India would be the 7th largest automobile market within the year 2016.

INDIAN AUTOMOBILE INDUSTRY SINCE 1947:

It is a fascinating drive through history, which begins as a story of isolation and missed opportunities to one of huge potential and phenomenal growth. India's fixation with socialism and planned economies had a crippling impact on the automotive industry in its formative years. The goal at that time for independent India was self-sufficiency. Issues like quality and efficiency were simply not considered. Dependence of foreign technology was banned and manufacturers were forced to localize their products; import substitution became the order of the day. Though we learnt to localize, the cars we made were all outdated designs with little or not improvements for decades. The automotive industry stagnated under

the government's stifling restrictions and the Indian car buyer was saddled with cars of appalling quality and even then there was a waiting list that at one point stretched to eight years! This attempt at self-reliance failed miserably because of the industry's isolation from the best technology. The Japanese and later Korean auto industries were also highly protected in their formative years but they never shut the door on technology. Instead, they relentlessly tapped the best talent pools in the world to absorb the know-how to produce good cars. One of the most important chapters in the Indian automotive industry's history was written by Maruti. It marked the Indian government getting into the car business in the early 1980's, a radical shift in thinking after decades of treating cars with disdain. The Maruti 800 went on to become the staple car of India and put a nation on wheels. This little car set a benchmark for price, size and quality and structured India as a small car market. It wasn't till 1993 that things really started to change for the Indian car buyer. With the liberalization of the economy, a host of international carmakers rushed in. But most of them were in for a shock as Indian customers rejected their product. Indian customers refused to allow the glitter of prestigious brands blind them to the outdated and overpriced products they were offered. The Indian consumer wanted super value, and rewarded the brands that delivered it, handsomely. Hyundai and Maruti delivered, and profited. The period also saw the emergence of the Indian players like Tata Motors and Mahindra & Mahindra. They rose to the challenge of the MNC's and responded brilliantly with the Indica and the Scorpio. This was ironically due to the license raj that forced Indian carmakers to be innovative and develop products frugally. India's frugal engineering skill has now caught the world's imagination, and an increasing number of carmakers are preparing to setup major capacities here. India's changing, and changing fast. It's moving forward. India's largest-selling car is not its cheapest car, the 800. It is the Alto. People's aspirations are rising and so are their mistakes, have got their finger on the pulse of the market. Get the right product and the rewards are handsome. The Indian auto industry is today bubbling with promise and confidence. It's been a long journey but to see where the Indian car industry is going. We have to see where it has been.

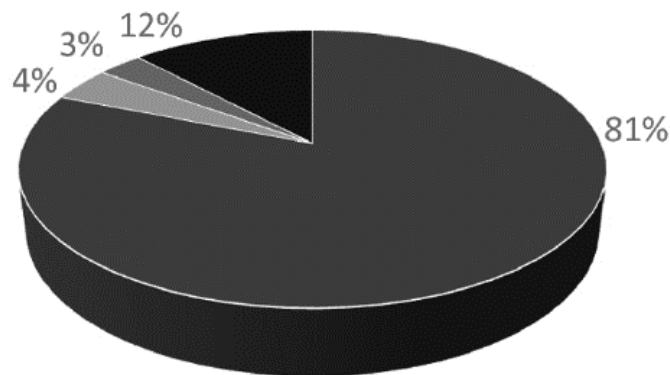
AUTOMOBILE INDUSTRY IN PRE-INDEPENDENCE:

The first motorcar on the streets of India was seen in 1898, Bombay had its first taxicabs by the turn of the century. In 1903, an American company began a public

taxi service with a fleet of 50 cars. For about 50 years after cars arrived in India, cars were directly imported. Before World War I, around 40,000 motor vehicles were imported. During the years between the wars, a small start for an automobile industry was made when assembly plants were established in Bombay, Calcutta and Madras. The import/assembly of vehicles grew consistently after the 1920s, crossing 30,000 units by 1930. It was during the end of the war that the importance of establishing an indigenous automobile in India was realized. Premier Motors, Hindustan Motors and Mahindra & Mahindra set up factories in the 1940s for progressive manufacture rather than assembly from imported components. The cars they chose to make were the latest in the world when they were introduced in India in the formative years of the industry.

POST- INDEPENDENCE:

The government clamped down on imports and foreign investments. Companies like GM and Ford packed their bags and left. India's clock, thereafter, stood still while the world raced on ahead. It would take nearly 50 years before the Indian auto industry could catch up with the rest of the world again



- Two wheelers
- Three wheelers
- Commercial Vehicles
- Passenger vehicles

4)MARKETING STRATEGY AND ANALYSIS

A marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. Any organization that wants to exchange its products or services in the market place successfully should have a Strategic Marketing plan to guide the allocation of its resources. A strategic marketing plan usually evolves from an organization's overall corporate strategy and serves as a guide for specific marketing programs and policies. Marketing strategy is based on a situation analysis- a detailed assessment of the current marketing conditions facing the company, its product lines, or its individual brands. From this situation analysis, a firm develops an understanding of the market and the various opportunities it offers, the competition and the market segments or target markets the company wishes to pursue. Marketing strategy is the complete and unbeatable plan, designed specifically for attaining the marketing objectives of the firm/business unit. The marketing objectives indicate what the firm wants to achieve; the marketing strategy provides the design for achieving them. For example, if the marketing objectives of a business unit stipulate that next year, it should achieve a sales revenue of Rs. 1,000 crore and a net profit of 15 percent of sales revenue, it is the job of marketing strategy to indicate how and wherefrom this sale and profit will come, which product lines/products/brands will accomplish this task and how. Marketing strategy forms an integral part of marketing planning. A marketing strategy is most effective when it is an integral component of corporate strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena. It is partially derived from broader corporate strategies, corporate missions, and corporate goals. As the customer constitutes the source of a company's revenue, marketing strategy is closely linked with sales. A key component of marketing strategy is often to keep marketing in line with a company's overarching mission statement.

MARKETING AND PROMOTIONS PROCESS MODEL:

Development of marketing program requires an in-depth analysis of the market. This analysis may make extensive use of market research as an input into the planning process. This input, in turn, provides the basis for the development of marketing strategies in regard to product, pricing, distribution and promotion

decisions. Each of these steps requires a detailed analysis, since this plan serves as the road map to follow in achieving marketing goals. Once the detailed market analysis has been completed and marketing objectives have been established, each element in the market mix must contribute to a comprehensive integrated marketing program. Of course, the promotional program element must be combined with all other program elements in such a way as to achieve maximum impact.

FORMULATING THE MARKETING STRATEGY

Basically, formulation of marketing strategy consists of three main tasks: 1. Selecting the target market, 2. Positioning the offer, 3. Assembling the marketing mix. This implies that the essence of the marketing strategy of a firm for a given product or brand can be grasped from the target market chosen, the way it is positioned and how the marketing mix is organized. The target market shows to whom the unit intends to sell the products; positioning and marketing mix together show how and using what uniqueness or distinction, the unit intends to sell. The three together constitute the marketing strategy platform of the given product.

SELECTING THE TARGET MARKET:

To say that target market selection is a part of marketing strategy development is just stating the obvious. It does not fully bring out the import of the inseparable linkage between the two. When the selection of the target market is over, an important part of the marketing strategy of the product is determined, defined and expressed. Marketing targeting simply means choosing one's target market. It needs to be clarified at the outset that market targeting is not synonymous with market segmentation. Segmentation is actually the prelude to target market selection. One has to carry out several tasks besides segmentation before choosing the target market. Through segmentation, a firm divides the market into many segments. But all these segments need not form its target market. Target market signifies only those segments that it wants to adopt as its market. A selection is thus involved in it. Marketing segmentation is a process that throws up not one but

several market segments. There may be segments that are sizeable and the ones that are not so sizeable. There may be segments assuring immediate profits and the ones that call for heavy investments in market development. There may also be segments that show great potential, but display tough barriers to entry. As such, the question, which segment/segments, the firm should select as its target market, assumes crucial importance.

STRATEGIC MARKET SEGMENTATION:

Market Segmentation is “dividing up a market into distinct groups that

(1) Have common needs and

(2) Will respond similarly to a marketing action”, which was said by Eric N.Berkowitz, Roger A.Kerin, and William Redulius The Segmentation process involves five distinct steps:

- Finding ways, to group consumers according to their needs
 - Finding ways to group the marketing actions – usually the products offered – available to the organization.
- Developing a market-product grid to relate the market segments to the firm’s products or actions.
- Selecting the target segments towards which the firm directs its marketing actions.
- Taking marketing actions to reach target segments Markets can be segmented using several relevant bases. For example, demographic characteristics of consumers, such as age, sex, income/purchasing capacity, education level etc, form one base for segmentation. Geographic characteristics constitute another; and buying behavior of the consumer forms yet another base.

The various types of segmentations are:

- a) Geographic segmentation
- b) Demographic segmentation
- c) Psychographic segmentation
- d) Buyer behavior
- e) Benefits segmentation
- f) Volume of purchase segmentation

PRODUCT POSITIONING AND BRAND POSITIONING:

It is essential to understand the relationship between products positioning and brand positioning. Though in discussions, the two terms are synonymously and interchangeably used, technically they are different. Product positioning denotes the specific product category/product class in which the given product is opting to compete. And brand positioning denotes the positioning of the brand viz -a- viz the competing brands in the chosen product category. It is evident that for any product, before entering the market it has to sequentially carry out the two exercises, product positioning and brand positioning. In the first step, the product category where the new entrant should enter and compete, i.e. against what all products it has to compete, has to be decided. In this step, it is the broad function that the product is trying to serve that matters. This choice of product category will decide the nature of the competition the product is going to face. Once product category positioning is decided, the position for the new entrant against competing brands in the chosen product category has to be analyzed and fixed.

ISSUES IN PRODUCT POSITIONING:

⊗ Where is the new offer going to compete? As what? ⊗ Which product function/customer need is it trying to meet? ⊗ What other product categories serve this need? ⊗ In other words, what are the substitute products that serve the same

need? ⌘ Where is the real gap, where is such a new offer most welcome and wanted by the market? ⌘ What are company's competencies to fight here?

ISSUES IN BRAND POSITIONING

In deciding the Brand positioning, the issues are: Which are the competing brands in the chosen product category? What are the unique claims/strengths of the various brands? What position do they enjoy in consumer's evaluation and perception? What is the most favoured position...? And yet vacant? Can the new brand claim the needed distinction and take the position and satisfy the need? The major dimension of marketing strategy relates to positioning of the offer. The firm has already selected the target market and decided its basic offer. Now, what is the conjunction between these two entities? How do they get connected? What is the interface? In other words, what is the locus the firm seeks among the customers in the chosen target market with its offering? How would the firm want the consumer to view and receive the offer? These are the issues the firm has to grapple with in positioning. And, while formulating the marketing mix too, the firm will agitate over these issues. The Product Differentiation and Positioning discusses the multifarious issues involved in the subject.



5)MARKETING STRATEGIES OF PADMAVATI AUTO

In the second step the dealer of the vehicles promotes the vehicles. The various promotional strategies followed by the Bike dealers are:

1. The dealers provide credit facility to their customers and act as mediator between the bank and the customer in order to ease the purchasing process for them. The customer provides relevant documents to the dealers who in turn acquire the sanction letter from the bank after making proper scrutiny about their CIBIL scores and other grades.
2. Direct Mail Advertising: It includes circulation of catalogues, price list, brochures, calendars, sending emails, sms, etc to the prospects and the customers of the company.
3. Press Advertising- This involves use of newspapers, magazines, and trade journals for advertising the features and benefits of the car model.
4. Organizing Customer's Meet- Here, a small party is thrown for the prospects and customers of the car at the showroom, where attractive displays are made depicting the quality and features of the car. It establishes goodwill of the brand in the market and is considered as one of the modern and innovative method of promoting the sales.
5. Field visit and Demo Activity: Various road shows at the potential customer markets leads to branding of the car as well as help in lead generation.
6. Mall Displays: Here, the car is kept for display in a particular shopping mall which evidences the highest footfalls. Thus, the car becomes a centre of attraction for every person stepping into the mall.
7. Audio advertising: The famous radio channels are used to advertise the car features and values which makes the common masses aware about its presence in the market.
8. Mesmerizing Delivery Process: This generates a feeling of satisfaction and loyalty among the customers as the phenomenal ceremony renders joy in everyone's heart when the keys of the car is finally handled to the customer.

HOARDINGS:

A heavy picture of the product which comprises of its attributes and special features are displayed on the roadsides in the form of hoardings. It is a bit expensive strategy but attracts many people who pass by that roadside.

This type of advertisement is prepared for those segments of people who cannot afford their time in reading newspapers and watching televisions. While travelling from their home to office, moving on their business activities they may watch these hoardings. These hoarding are especially setup at the road signal stops.

MAINTAINING DATA BANK:

In this the dealer collects personal/bio-data (address and contact number) of many people from various organizations and different sector who are ready to buy the vehicles and who change the vehicles regularly. These people are met-in person or contacted through their contact number. The various new features and new offers regarding the vehicles are advocated to them and are given discounts on group purchase of vehicles, i.e. if 5 or more friends in the group purchase the cars at a time then they are given special discounts on the vehicles.

FREE INSURANCE:

The Bike gives a special offer of free insurance on the purchase of each vehicle to its new customers.

STRATEGIC SALES STANDARDS:

Bike maintains strategic sales standards in the following manner. The Sales faculty is clean, tidy and inviting, making customers comfortable while purchasing products and availing services. Customers are courteously acknowledged within two minutes of their arrival and are advised that a Sales Consultant will be available upon request. The Sales Consultant's appearance and dress will be of the highest standards. An advisory relationship is established between the customer and the Sales Consultant who listens to the customer, identifies their needs and ensures that they are met. A pleasant, non-pressured purchase experience will be provided during which a thorough demonstration of the vehicle features and benefits will be made. A test drive will be offered to all customers. Using a check

list, the Sales Consultant delivers the vehicle in perfect condition when promised. Customers will be contacted within one week after delivery to ensure total satisfaction.

MAINTAINING SERVICE STANDARDS:

An efficient service facility allows a customer to avail all the service provided by Fortune Bike, in a clean and welcoming environment. An appointment is available within 5 working days of the customer's request. Customers are courteously acknowledged within two minutes of their arrival and the write-up will begin with five minutes. Service needs are courteously identified, accurately recorded on the repair order and verified with the customer. The vehicle is serviced right on the first visit. The vehicle is ready on the agreed upon time. A thorough explanation of work done, warranty coverage and charges is given to the customer. All service repair work will be followed up within five working days. Each vehicle will be washed before being returned to the customer.

EXTENDED WARRANTY:

Bike gives an extended warranty to its customers for another two years or 1,50,000 Kms from the date of sale of the vehicle, where there will be an extended time duration in the warranty. What is Extended Warranty?

- ◆ Factory Warranty covers only for a specific period of time/mileage.
 - ◆ After the factory warranty expires, customer is exposed to the risk of parts failures. This is applicable for any machine/equipment/vehicle. Extended Warranty:
 - ◆ Is an extension of Factory Warranty
 - ◆ Offers almost similar coverage as Factory Warranty
 - ◆ Comes with a time-bound (example, 1yr/2yrs but unlimited mileage cap)
 - ◆ Covers all Mechanical and Electrical Failures
 - ◆ Covers labour Why is extended warranty needed?
 - ◆ Offers peace of mind motoring

- ◆ Protects against unexpected and non-budgeted expenses
- ◆ Can be transferred, hence increases the resale value. What does it NOT cover?
 - ◆ Does not cover wear and tear of parts
 - ◆ Does not cover scheduled service items Benefits to customer
- ◆ Protection from manufacturing and material defects
- ◆ Car can be repaired at any Bike out let across the country
- ◆ Unlimited number of claims
- ◆ No excess to pay
- ◆ One up-front payment only
- ◆ Inflation protection from rising costs of parts and labour
- ◆ All repairs carried out by qualified Bike technicians
- ◆ Warranty can be transferred when vehicle is sold – better resale value
- ◆ Total peace of mind

RESEARCH METHODOLOGIES AND LIMITATIONS: MARKETING RESEARCH:

Definition of marketing research as approved as by the board of directors of the association of American marketing association is: “Marketing research is the function which links the customer and public to the marketer through information – information used to identify and define marketing opportunities and problems generate define and understanding of marketing as process”. Simply, marketing research is the systematic design collection analysis and reporting of data finding relevant to a specific marketing situation facing the company. Carefully planning through all stages of the research is a necessity. Objectivity in research is all-important. The heart of scientific method is the objective gathering of the information. The function as marketing research within the company as to provide the information and analytical necessary for effective.

- Planning of the future marketing activity.
- Control of the marketing operation in the present.
- Evaluation of marketing results.

A research may undertake any of the three types of research investigation depending upon the problem. These type of research include:

1. Basic research
2. Applied research
3. Designated Fact Gathering

BASIC RESEARCH:

It is also known as the pure fundamental research, which refers to those studies, sole purpose of which is the discovery of new information. It is conducted to extend the horizons on given area of knowledge with no immediate application to existing problems.

APPLIED RESEARCH:

It is attempt to apply the various marketing technique, which have been developed as research, first and later on they become applied research techniques. It is on attempt to apply the basic principles and existing knowledge for the purpose of solving operational problems.

DESIGNATED FACT GATHERING:

It refers to a research where the investigation attempts to gather some pre-determined data.

STEPS IN MARKETING RESEARCH:

Marketing research process can be out through following steps: } Define the problems and research objectives } Develops the research plan } Collect the information } Analysis and interpretation } Present the finding.

RESEARCH METHOD:

It must be classified on the basis of the major purpose of the investigation. In this problem description studies have been undertaken, as the objective of the project is to conduct the market shares study to determine the share of market received by the company to the competitor.

DATA COLLECTION

The information needed to further proceed had been collected through primary and secondary data.

PRIMARY DATA:

It consists of information collected for the specific purpose, survey research was used and he all the details of Bike and their competitors were contacted. Survey research is the approached gathering description and information.

CONTACTED METHOD:

The information was solicited by administering structured questionnaire to the customer and dealers, thus getting to know directly from the dealers their sales before and after sales service.

SECONDARY DATA COLLECTION:

The secondary data consists of information that already existing somewhere having been collected for another purpose. Any researcher begins the research work by first going through secondary data. Secondary data includes the information available with company. It may be the findings of research previously done in the field. Secondary data can also be collected from the magazines, news papers, internet other service conducted by researchers.

METHODS OF DATA COLLECTION:

The basic method adopted in conducting the study is a structured questionnaire. Questionnaire is administered on the sample respondents. How ever

there are certain cases where personal interaction and observation method is followed with the employees to find the required information





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6) QUESTIONNAIRE

1. Which of the following Bike car you own?

- a) Bike Linea
- b) Bike Grande Punto

Data Analysis:

Name of the car % of customers Bike Linea 30 Bike Grande Punto 55

Interpretation: This question was meant for taking the information regarding the most preferred cars among Bike cars. People prefer Punto over Linea.

2. What do you like most about your Bike car?

- a) Style/design
- b) Comfort
- c) Bike brand

d) Service Data Analysis: Customer's preference Number of customers
Style/ design 25 Comfort 37 Brand 18 Service 20 Interpretation:

This question is meant to know the customer's preferences and likes towards the car. From the data we can position our product on the comfort seeking group of people.

3. What do you feel great about your car when compared to other cars in the market?

- a) Fuel efficiency
- b) Durability
- c) Low maintenance
- d) Sound quality

e) Brand name Data Analysis: Customer's perspective No. of customers Fuel efficiency 12 Durability 8 Low maintenance 5 Sound quality 20 Brand name 30 Interpretation:

By this question, we can find that generally people purchase the car by seeing the brand name only. Sound quality is also one of the criteria.

4. How did you come to know about this car before purchasing?

- a) From friends, relatives (buzz)
- b) Advertisements
- c) Car experts
- d) Sale's persons visit
- e) Auto magazines

Data Analysis:

Source of awareness No. of customers Buzz 15 Advertisements 20 Car experts 5 Salesperson's visit 8 Auto magazines 9 Interpretation: The major media that attracted the customers is television.

5. Can you share your experience with after sale service support?

- a) Very much satisfied
- b) Satisfied
- c) Ok
- d) Not satisfied

Data Analysis:

Post service experience No. of customers Very much satisfied 6 Satisfied 15 Ok 25 Not satisfied

4 Interpretation: This question is meant to know the service levels of the authorized dealers. Mostly, the customers are at indifferent attitude with the service.

6. Where do you get your car serviced regularly?

a) At authorized service centre

b) At a local workshop near my home Data Analysis: Place of service No. of customers Service centres 41 Local workshop 9 Interpretation: Most of the customers get their car service only at the authorized service centres. From this we come to know the importance of these places.

7. Which bank do you prefer in getting financial help while purchasing a car?

a) ICICI

b) Mahindra and Mahindra

c) SBI d) Other Data Analysis: Name of the Bank No. of customers ICICI 15 Mahindra and Mahindra 8 SBI 20 Others 6 Interpretation: Most of the customers rely on SBI and ICICI bank for getting financial help for purchasing the car.

8. To which media do you get expose regularly?

a) Televisions

b) Magazines

c) News papers

d) F.M/Radio

Data Analysis:

Media No. of customers Televisions 30 Magazines 8 Newspapers 18 FM radio 4 Interpretation: It shows that television is playing a significant role in spreading awareness about the product among the people.

9. Which kind of T.V. channels do you watch regularly?

- a) National news channels
- b) Regional news channels
- c) Sports channels
- d) Entertainment channels

Data Analysis:

TV channels No. of customers National channel 10 Sports channel 16
Regional news channel 4 Entertainment channel 20 Interpretation: This question is
meant for knowing interest and preferences of the customers towards TV channels.

10. What's your opinion on the price list of Bike cars?

- a) Affordable by common man
- b) Affordable only for rich man
- c) Can't say

Data Analysis:

Customer opinion No. of customers Affordable 10 Not affordable 45 Can't
say 4 Interpretation: It shows that cars are too expensive for an economic man of
the society.

11. What kinds of offers do you like or expect from the dealer?

- a) Free insurance
- b) Special discount on sale of cars
- c) Extending the service period

d) Finance availability with 0% interest Data Analysis: offers No. of
customers Free insurance 12 Special discount 5 Extensions 18 Soft loans 25
Interpretation: Here we come to know about the various promotional techniques
that attract the customers. The customers are expecting soft loans and extensions in
service period from the dealers.

12. How do you feel when an unknown sales person approaches you by knowing your full details to demonstrate about any product?

- a) I will not respond
- b) Lost my privacy
- c) Interested in knowing (if I feel a need of it)

Data Analysis:

Customer's opinion No. of customers No response 11 Lost privacy 5 Interested in knowing 34 Interpretation: This question is prepared indirectly to know the customer's opinion about the Data bank maintenance by Bike car dealers. Majority of them gave a positive reply showing an interest in knowing about the cars.

13. What's your opinion on a Brand Ambassador for the cars?

- a) Very necessary
- b) Not needed

c) Waste of money for manufacturer Data Analysis: Customer's opinion No. of customers Very necessary 40 Not needed 7 Waste of money 2 Interpretation: The question is meant to know the importance of brand ambassador for cars. People believe in its necessity.

14. What is your opinion about the current Ambassador Sushmita Sen for the car Bike Linea T-jet?

- a) Fulfilled the purpose
- b) Unable to attract customers

c) She is not apt for it. Data Analysis: Customer's opinion No. of customers Fulfilled the purpose 38 Failed 10 Not apt 2 Interpretation: People are satisfied with the current brand ambassador who fulfilled the purpose of promoting the cars.

15. What other brand(s) did you seriously consider before making this car purchase?

a) Toyota

b) Skoda

c) Maruti

d) Honda Data Analysis: Customer's choice No. of customers Toyota 19 Skoda 9 Maruti 12 Honda 8 Interpretation: This question gives an idea about the competitors of Bike cars thriving in the market. Thanks for taking the time to fill out this questionnaire and for providing valuable information. It will be used for my project work, market research studies and reports. We do not share or sell your name, address or any other data with any outside company for any purpose.

VALUABLE SUGGESTIONS GIVEN BY BIKE CUSTOMERS: →

→ Keep Service Stations at main locations of the city where many customers feel it easy to go to service centers..

→ Please recruit efficient service men in the service centers. The service men in the service centers are unable to understand the problems told by us, and they are not resolving the cars problems.

→ Please provide information about new cars along with their price lists at least once in 6 months.

→ Advertisements through televisions can influence many categories of people. So try to concentrate on this segment. We don't see or find much of the Bike car advertisements in T.V except Linea.

-Customer should be educated about the maintenance of the vehicle. i.e. maintenance tips should be provided.

→ The quality of the sun proof coating used is of very low quality, vehicle colour is getting shaded very quickly.

→ Please send the specially appointed feedback taking staff on Sunday evenings only.

→ The sales people present in the showroom respond to us properly when we come to purchase a new car, but they do not respond when we come to tell our problems regarding the cars

7) CONCLUSION

The brand Bike has been working for quite a long time in the Indian economy. It has produced various affordable models for the people. The marketing strategies adopted by the brand as well as its dealers is rightly justified. According to the results derived from the customer feedback, one can come to the conclusion that still a lot more is left to be done. Recently, Bike has merged itself with Chrysler and became a complete subordinate to it. Hence, efficiency in the work is expected after a change in the organizational set up. There are certain loopholes lying in the internal working conditions of the automobile dealership company. These are needed to be addressed as soon as possible to promote the demand for the Bike cars in the market. Also, new marketing strategies should be innovated by the dealers at their own level which can prove as an advantage over the competitors and support the growth of market share. Currently, the market share of almost each car brand is 1%. Hence, a stiff competition is faced by all. As the cars offered by the dealers belong to the taste of high class customers and affluent people, the dealers must try to link their contacts with such prospects for generating leads. An advantage of having a customer base of High Net Worth individuals is that such prospects do not make much time on decision making and provide a ready check without serious negotiations. Hence, a first impression made would help the dealers in grabbing the lasting association and true loyalty from its customers. Organizing customer's meet is one of the innovative and welcome step in this area.

ROAD AHEAD

Bike Linea had been doing really good on the Indian roads and this prompted Bike India into launching the more powerful version of the Bike Linea- the Turbo Charged Linea. The car has been christened the Linea T Jet. This car is an improvement over the earlier model of the Linea and comes with a stronger engine and better features as well. The car costs Rs 8,99,059 on the Indian roads. So, the future of four wheelers in India is promising. Indian Automobile has a lot

of scope for four wheelers due to development in infrastructure of the country. The Indian auto market is still untapped the majority of the people in country don't own a four wheeler and all the major auto companies are trying to increase their sales by several moves. Easy availability of finance and rising income levels are encouraging the middle class population to choose from the vast range of passenger vehicles. India is 16th in the world in terms of nominal factory output. The service sector is growing rapidly in the past few years. By analyzing the current trend of Indian Economy and Automobile Industry we can say that being a developing economy there is lot of scope for growth and this industry still have to cross many levels so there is huge opportunities to invest in and this is proving as more and more foreign Companies setting up there ventures in India. The Government of India allows 100 per cent FDI in the automotive industry through automatic route. The growth rate of Indian Automobile is so fast that by 2016 Indian Industry will be among world's 7 largest manufacturer in all sections.

08) SUGGESTIONS AND RECOMMENDATIONS

- There is huge opportunity of growth for the automobile sector in the coming year, so the dealers must patiently follow the guidelines of the parent company and maintain the standard in the market.
- The company can hire the services of Curata which is a global agency in creating useful database for maintaining the demands of the customers.
- The branches can be opened in many new areas for diversification and the company should also think of providing other auto parts for its customers in order to cover the entire range of an automotive industry.
- Soft loans should be provided to the customers for safeguarding their loyalty and generating leads.
- Internal loopholes can be checked for minimizing the number of complaints received by the customers.
- Number of employees can be increased.
- The problems stated by the customers should be carefully looked into and get solve ds quickly as possible

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