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1. EXECUTIVE SUMMARY

Maruti Suzuki a leading car maker in India is a subsidiary of Suzuki Motor Corporation of Japan. Maruti is a market leader in mid-size segment of cars and has a market share of around 42% in mid-size segment cars. Best selling cars of Maruti include Swift, Swift DZLE, Alto, and Ertiga. They have production on economies of scale and works on cost effectiveness. Maruti has manufacturing plant in Manesar and Gurgaon and they are coming up with plant in Gujarat to make India a hub for mid-size cars. They also have a research and design center at Mysuru.

Maruti belongs to an Automobile industry which has tough competition from other major players after identification when companies like Hyundai, Honda, Skoda, Toyota, Volkswagen have started selling cars in India. The core competencies of Maruti include strong customer base and brand image, well developed sales and service network and strong knowledge of Indian markets. Analysis based on BCS matrix and GE matrix is also performed in order to understand brand marketing and product management to help a company decide what products to add to its product portfolio, and which market opportunities are worthy of continued investment.

Attractiveness of the industry is analyzed through Porter's Five forces and also Value Chain to get idea about how the operational activities and production activities are performed in compliance to have cutting market competition. Porter Generic strategy to understand about cost, differentiation and focus strategy and the added value to that customer can differentiate Maruti product with the other leading company's product and its competitive advantage.

Maruti's leadership is market is due to its cost advantage which is least among all the other players in market and its lower maintenance cost. The willingness to pay is also very high because customers can easily pay required cost because they are getting what they are expecting and also cost is low.

Maruti has threat from imitations, Substitute, slick and Holdup which has proven problems for the company in recent past but still they had overcome them to prove their cost leadership and market leader. Further companies future growth and prospects is discussed to get clear picture how companies expands and which new products company is launching to maintain and retain market share.

2. DEFINE THE INDUSTRY

Maruti Suzuki India Limited is a subsidiary company of Japanese automaker Suzuki Motor Corporation. It has a market share of 42.2% of the Indian passenger car market of March 2022. Maruti Suzuki offers a complete range of cars from entry level Maruti 800 and Alto, to

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