

Brand positioning essay sample

[Business](#), [Branding](#)



Frame of Reference: Consumers associate the brand Maruti Suzuki brand with economical, reliable and affordable car. Although it has now ventured into big luxury cars as well but M-800 had dominated the Indian car market since it was launched in 1984. Maruti enjoyed being the only small car manufacturer till year 1996, when Hyundai launched Santro. Santro's frame of reference relates to affordable yet a smart, trendy car which gives a pride of ownership as its tag line once said : ' Santro Waale Hai" POP & POD:

The center circle in the diagram below highlights the points-of-parity that a customer expects from a Maruti and a Hyundai car.

FRAME OF REFERENCE:

Economical, reliable small car
Depiction through Venn Diag.

Maruti Suzuki is the most trusted automotive brand in India . As per ' The Brand Trust Report, India Study 2012', compiled by Brand Trust Advisory, Maruti Suzuki is followed by BMW, Hero Honda, Toyota and Honda. Whereas, Hyundai reflects ecofriendly and smart cars and a pride. Good Mileage & extra features at competitive prices

Most trusted car, excellent after sales service

POPs:

Value for money, easy to drive, better power and fuel efficiency.

Maruti Suzuki's PODs

Hyundai PODs

Eco-friendly car

High on style, smart and trendy car for gen next.

TATA MOTORS and MAHINDRA&MAHINDRA

Frame of Reference: Reliable and promising passenger and commercial vehicle

POP and POD:

Points of Parity includes strong, spacious, trustworthy and adequately priced vehicles along with high fuel efficiency and moderate style and comfort. POD for Tata: Trustworthy, sustainable and high on quality

Mahindra and Mahindra: Rugged, fuel efficient, pioneer in utility vehicle

FRAME OF REFERENCE:

Passenger and Commercial Vehicles

Depiction through Venn Diag.

Mahindra POD

TATA POD

Pioneer in Utility Vehicle best suited for rough use

Rugged Utility Vehicle, fuel efficient

Sustainable and Environment friendly

Trustworthy and High on quality

POPs:

Strong, Spacious, Trustworthy, fuel efficient, moderately stylish and comfortable

General Motors and Toyota

Frame of Reference: High end luxury cars

POP: Extra features, extended warranty, good mileage, spacious, sleek looks,

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pride and brand assurance POD:

General Motors: Wide range luxury cars ranging from medium to high end budget, innovative technology, promising experience, superior quality

Toyota: Driving technology, durability, highly reliable and high end model at competitive price

FRAME OF REFERENCE:

High end Luxury Cars

Depiction through Venn Diag.

Assuring pride at competitive price, longevity

High Reliability and innovative technology

Superior quality and technology luxury cars

Wide range and variety suiting to all budget types

POP:

Extra features, spacious, good mileage, price and brand assurance, extended warranty, sleek looks

Toyota POD

General Motor POD