

# [Tata nano summary essay](https://assignbuster.com/tata-nano-summary-essay/)

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Able to up capacity in previous case so proven it’s doable – Supplier / partner relationships demand driven – Global awareness due to international media interest – Innovative modular design was developed which was not only restricted to social benefits but was strategic as well as economic benefits – Developed design to cost concept which was first of its kind – Adopted cooperation system which resulted in long term efficient suppliers – After sales service with a vast network of dealers 2. Internal Weaknesses – Safety concerns – Inability to produce products to meet high demand in timely manner – Still the market share was very less in comparison to other competitors – Even after its operations in different countries it is still not a popular brand across borders 3. External Opportunities Recession / hard economic times.

Limitations of local car buyers as huge market belongs to people from lower and middle class – A growing domestic market share year after year of its existing products – Governmental support was provided for setting up the unit – Delivering cost of the product – Developed new technology – Seeks to enter new market in near future such as Europe, US – New plant was set up in east of India place called standard 4. External Threats – Fuel costs – Volatility and pressure of competition high in auto industry -All the safety ND emissions norm was to be strictly adhered – Pressure Of the peers – As the time passes the cost of production could not be kept low for long – Regional politics could be a major threat – Suppliers with quality and cost effective product Competitive Advantages of Data Anna – Cost Advantage (design-to-cost concept) – Technology Innovation (cooperation system) – Brand Reputation (modular design) – Dense Distribution Channel – Customer Loyalty (after-sale service) – Governmental Support Entering into European Market: 1 . General Problem Statement: What is the target group? – How to build the brand recognition? – European Union customization requirements? – How to maintain the cost advantage? – How to establish distribution channel? Strategic Recommendations: 1 . Continue the design-to-cost concept through technology innovation – Maintain low price and match prospective safety and emission standards 2. Setting target Customer: – Low-income group and emerging middle-class 3. Continue the after-sale service: – Challenge competitors while increasing product quality and services in European market 4.