

Tata nano summary essay

[Business](#), [Industries](#)



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 Tata Nano - 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.