

Mahindra and mahindra business



**ASSIGN
BUSTER**

A SMALL INDIAN AUTOMOBILE MARKETER 1950 NOW WORLD CLASS

AUTOMOBILE MAKER : A SMALL INDIAN AUTOMOBILE MARKETER 1950 NOW

WORLD CLASS AUTOMOBILE MAKER Objectives Of Presentation : Objectives

Of Presentation To Study a M&Ms Automotive Sector. To Study Strategies

Adopted By M&M. To Study The Impact Of Strategies Adopted By M&M.

History : History FOUNDERS- : FOUNDERS- Mr. K. C Mahindra. Mr. J. C.

Mahindra. Mr. Gulam Mohammad. Mahindra & Mohammad How Mahindra

And Mahindra Came To Existence : How Mahindra And Mahindra Came To

Existence PROFILE : PROFILE

Slide 7: Largest Corporate Group- Turnover- US \$ 4. 5 bn Ranking- Top 200

Companies in the world Top 10 Companies in India More than 40000

employees directly work with M&M Business Interest - M&M Group : Business

Interest - M&M Group Slide 9: Automotive Sector Farm Equipments Trade

And Financial Services Infrastructure Development IT Sector Specialty

Businesses Slide 10: Automotive Sector- First Jeep in 1949 3rd In India

Largest Producer of MUV Product Range : Product Range LAUNCHING OF

SCORPIO : LAUNCHING OF SCORPIO Slide 13: Objectives To change a Image.

To enter Into new market segment. To increase a profit. To satisfy the

customer needs. Competitors : Competitors Tata Safari Cheverlot Tavera

Tata Sumo Toyato Innova Competitive Advantages : Competitive Advantages

Stylish look Modern interior Comfortable Competitive price Richness

Marketing Strategy Used : Marketing Strategy Used Bolero's launching as a

trial opportunity Positioning of the Scorpio as a car than UV (b'coz size of UV

market was small) Press driven event Slide 17: Advertising Naming of the

product differently (shadow endorsement strategy) Scorpio From Mahindra

Distribution strategy : Distribution strategy Updated for new customers with personnel that can handle queries & urban market. Capitalized on the existing dealers Dealers in the metros required to have different outlet for Bolero & Scorpio Outlets also handled after sales services & procurement of spare parts. LOGAN LAUNCHING : LOGAN LAUNCHING Objectives : Objectives Scorpio as SUV Enter into Pure Car Market To take advantage of Scorpio Success. Competitors : Competitors Hundai- Accent Ford - Icon Maruti- Sx4 Baleno TATA- Indigo Chevrolet- Spark

Logan Range : Logan Range Target Market : Target Market Income Group – Above 5 lakh. Ad Media Magazines and Television Slide 25: Logan's Competitive Advantage Mahindra Renault is really a testimony to the way to the companies can synergies each others strengths. Logan gives consumers a whole new choice. Logan is the product of match-made in heaven between Mahindra & Renault. Global Ambitions : Global Ambitions Bolero- Uruguay Road Condition Positive Feedback. FUTURE PLANNING : FUTURE PLANNING Slide 28: Success in MUV & SUV & also other sectors Next market is heavy automobile sector & two wheeler sector M & M is already in trucks out of India. They are coming with trucks in India in future Slide 29: For two-wheelers M & M can take the opportunity & merge with other companies. CONCLUSION : CONCLUSION Stages of Diversification : Stages of Diversification Jeep and Army Vehicles Commander Other MUV- Pick-up, Armada, Savari Three wheeler- Champion Bolero Scorpio Logan Advantages By Diversification : Advantages By Diversification Slide 33: From Rural to Urban.

International Awards. Copy By World Class companies. MNC Choose M&M as a Partner For Their Product. Export of Scorpio. Small Indian Automobile Marketer is Now world Class Automobile Maker. Declaration : Declaration The Presentation has limitations that is it has been made by individual with a limited time and limited sources of information and for that its not a full information but it's a part. but it is the best example for the presentation of diversification and product life cycle management. It has been made in December 2007. Arvind L. Burande 30th Dec. 2007