

Principles of management suzuki



Maruti is a subsidiary company of Japanese automaker Suzuki Motor Corporation. It has a market share of 44.9% of the Indian passenger car market as of March 2011. Maruti Suzuki offers a complete range of cars from entry level Maruti 800 and Alto, to hatchback Ritz, A-Star, Swift, Wagon-R, Estilo and sedans DZire, SX4, in the 'C' segment Maruti Eeco, Multi Purpose vehicle Ertiga and Sports Utility vehicle Grand Vitara.

It was the first company in India to mass-produce and sell more than a million cars. It is largely credited for having brought in an automobile revolution to India. It is the market leader in India, and on 17 September 2007, Maruti Udyog Limited was renamed as Maruti Suzuki India Limited. The company's headquarters are on Nelson Mandela Rd, New Delhi. In February 2012, the company sold its 10th million vehicles in India

CORE VALUE OF COMPANY

Customer obsession

Fast; Flexible and First Mover

Innovation and creation

Networking and partnership

Openness and Learning

MAJOR FOCUS

‘ SELL WHAT WE PRODUCE ‘

PATH OF SUCCESS OF COMPANY

Teamwork and recognition that each employee's future growth and prosperity is totally dependent on the companies' growth and prosperity

Strict work discipline for individuals and the organization.

Constant efforts to increase productivity of labour and capital.

Steady improvements in quality and reduction in costs.

Customer orientation.

Long – term objectives and policies with the confidence to realize to the goals.

Respect of law, ethics and human beings.

tata

A Tata motor owes its leading position in Indian automobile industry to its strong focus on indigenization. This focus has driven the company to set up world class manufacturing unit with state- of – art technology.

TATA

ABOUT COMPANY

Tata Group is an Indian multinational conglomerate company headquartered in Mumbai, Maharashtra, India. It encompasses seven business sectors:

communications and information technology, engineering, materials, services, energy, consumer products and chemicals. Tata Group has operations in more than 80 countries across six continents and its companies export products and services to 80 nations. It has over 100 operating companies each of them operates independently out of them 31 are publicly listed. The major Tata companies are Tata Steel, Tata Motors, Tata Consultancy Services (TCS), Tata Power, Tata Chemicals, Tata Global Beverages, Tata Teleservices, Titan, Tata Communications and Taj Hotels. The combined market capitalization of all the 31 listed Tata companies was \$76.76 billion as of July 2012. Tata receives more than 58% of its revenue from outside India.

The group takes the name of its founder, Jamsetji Tata, a member of whose family has almost invariably been the chairman of the group. The current chairman of the Tata group is Rattan Tata, who took over from J. R. D. Tata in 1991. The company is currently in its fifth generation of family stewardship. Tata Sons is the promoter of all key Tata companies and holds the bulk of shareholding in these companies. The chairman of Tata Sons has traditionally been the chairman of the Tata group. About 66% of the equity capital of Tata Sons is held by philanthropic trusts endowed by members of the Tata family.

The 2009, annual survey by the Reputation Institute ranked Tata Group as the 11th most reputable company in the world. The survey included 600 global companies. The Tata Group has helped establish and finance numerous quality research, educational and cultural institutes in India. The

group was awarded the Carnegie Medal of Philanthropy in 2007 in recognition of its long history of philanthropic activities.

AREAS WHERE TATA DEAL IN – CHEMICALS

CONSUMER PRODUCT

ENERGY

ENGINEERING

INFORMATION SYSTEM AND COMMUNICATIONS

SERVICES

STEEL

SCIENCES

TATA MOTOR TO FOCUS ON RUSSIA, CHINA AND AFRICA TO DRIVE GROWTH

The major focus of Tata motors is to increase their market shares in Russia, china and Africa to widen the passenger car and the commercial vehicle range.

CORE VALUES

1) Integrity — We must conduct our business fairly, with honesty and transparency. Everything we do must stand the test of public scrutiny.

2) Understanding –. We must be caring, show respect, compassion and humanity for our colleagues and customers around the world, and always work for the benefit of the communities we serve.

3) Excellence– We must constantly strive to achieve the highest possible standards in our day-to-day work and in the quality of the goods and services we provide.

4) Unity — We must work cohesively with our colleagues across the group and with our customers and partners around the world, building strong relationships based on tolerance, understanding and mutual cooperation.

5)Responsibility — We must be responsible and responsive to the countries, communities and environments in which we work, always ensuring that what comes from the people goes back to the people many times over.

CORE VALUES

“ DIVERSITY ENRICHES ANY LARGE ORGNISATION AND ENHANCES ITS COLLECTIVE CAPABILITIES. A SHARED VISION IS KEY REQUISITE FOR SUCCESSFUL DIVERSITY MANAGEMENT. “

STRATEGIC PLAN FOR FUTURE

Tata motors produces vehicles both in light commercial vehicles (LCV) and the medium and heavy commercial vehicles (M and HVC) segments. It faces higher competition in the LVC segment, where its TATA ACE has been a huge success. Internationalization forms a key component of Tata Motors’s strategy and it has successfully entered countries having a demand similar to India like South Africa. It needs to improve its product reliability, service

network and channel reach in order to maintain and replicate this success in other markets. Some of the recommendations of Tata motors are exploring mass customization options in the Small Commercial Vehicle (SVC) segment, improving brand reputation and technology appropriation to bring out a world class ultra-HVC segment.

CREATING A CLIMATE FOR CHANGE

http://www.tata.com/images/RHS/rhs_climate_change.jpg Tata companies have been working to minimize their carbon footprints by devising strategies that balance the necessity of growth with care of environment.

CONCLUSION / WHY BOTH COMPANIES ARE SUCCESSFUL

a) Both companies MARUTI SUZUKI AND TATA made consumer priority. Maruti on one hand placed “customer obsession” at no 1 in their Core values and on other hand Tata has placed Integrity and understanding for their customers .

Maruti has believe in effective management by proving workers equal opportunities and healthy working condition. By making everyone equal with same uniform of same quality and fabric. Tata on other hand has emphasized on sharing vision for achieving objectives.

Maruti puts Teamwork first and give due importance for employee’s future growth. Tata also has set concept of unity which bind all workers and heads by having mutual understanding