

Tata motor analysis essay sample



**ASSIGN
BUSTER**

Productivity & Quality:

Productivity of manpower has increased by 6.18% at the same time an increase of 1.4% in their cost. The interest expense has increased by 3.2%.

Asset

The Company has deployed a Customer Relations Management (CRM) system at all our dealerships and offices across the country. The system is certified by Oracle as the largest Siebel deployment in the automotive market. Product Lifecycle Management [PLM addresses the product development technology solution requirements of manufacturers including end-to-end implementation of PLM technology, best practices and PLM consulting. PLM also includes the TTL's proprietary applications iGETIT® and iCHECKIT®. The Tata Motors Grihini movement was started with an objective to provide an opportunity for Grihinis (housewives) to work in the spare time available to them once their daily chores and duties to their families were taken care of.

3. Inventory Management:

Tata Motors has successfully improved average inventory turnover from 6.12 in 2012-13 to 5.30 in 2013-14. Tata Motors is inching towards JIT approach.

The Company focused on keeping inventory levels low in order to reduce the burden on its channel partners. 4. Profitability:

Net Profit increased by 41.4%

A higher contribution from Tata's Luxury Brands was partially offset by the companies Indian Operations. 5. Outlook and future strategies:

To ensure long-term competitiveness of Tata Motors, the company also took

several steps under the Horizonext strategy- new products, quality improvement and enhancement of the consumer experience- that will help improve sustainable profitability of the business in long-term. The company has steadily progressed in all these areas and is inculcating a culture, which is intolerant to poor quality and absolutely committed to customer delight. The Company and JLR, continue to focus on integration, and synergy through sharing of resources, platforms, facilities for product development and manufacturing, sourcing strategy, mutual sharing of best practices.