

SYNOPSIS

MARKETING STRATEGY OF TVS MOTORS

ABSTRACT:

Indian Two-Wheeler Industry is the largest in the world as far as the volume of production and sales are concerned. India is the biggest two-wheeler market on this planet, registering an overall growth rate of 9.5 percent recent years. The growth in Indian Automobile Industry owed the most to a steep upsurge witnessed in the two-wheeler segment till this year. The volume growth recorded in the 5 fiscal year stood at a commendable 14.8 percent on a year-on-year basis. The 'Make in India' campaign of the Government of India is also going to attract more foreign investment into Indian Two-Wheeler Industry creating further growth opportunities in the coming years.

INTRODUCTION

MARKETING STRATEGY

"Marketing is not only much broader than selling; it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view." Druker.

Marketing strategy is the goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contributes to the goals of the company and its marketing objectives.

Some alternative definitions of the Marketing Concept include:
"Your business will perform better, if you know what people want in the first place."
Anon.

Marketing Strategy is partially planned and partially unplanned. See strategy dynamics. Marketing strategy needs to take a long term view, and tools such as customer lifetime value models can be very powerful in helping to simulate the effects of strategy on acquisition, revenue per customer and churn rate.

OBJECTIVES:

The objective of studying marketing strategy and study of the project is to get knows the marketing strategy of the TVS VEHICLES product. The aim is also to get know the customer response regarding the product and whether the customer is satisfied with the product. The study of project also includes the product awareness in market and whether it is reaching the customer.

RESEARCH METHODOLOGY

❖ Primary Data

The primary data is the first hand information collected from respondents with the help of questionnaire, interviews, schedules .In this project a structured questionnaire is prepared and data of 30 respondents is collected tabulated and analyzed on percentage basis.

❖ Secondary Data

The secondary data is information collected through publish data various reference books, journals, magazines, bulletins, weekly and paper published and articles referred.

SCOPE AND LIMITATION

The primary data is collected from 30 customers of TVS VEHICLES. The data is collected with the help of questionnaire. The questionnaire includes 10 questions. The information provided by respondents is sufficient to prove the accuracy of study and its data analysis.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

BIBLIOGRAPHY

WEBSITES

- www.google.com
- www.tvsmotor.com

MAGAZINES

- Autosports
- Business Outlook

NEWSPAPER

- Times Auto
- Economic Times