

**COMPARATIVE ANALYSIS OF FORCE ONE SUV WITH OTHER
LEADING COMPETITORS
FOR
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EXECUTIVE SUMMARY OF THE RESEARCH PAPER

INTRODUCTION:

The competitive analysis is very essential for any organization. Regarding this a detailed study had been done on Force One SUV.

In the project the researcher mainly emphasized Force One SUV vehicle and various parameters to evaluate its consistency in terms of customer satisfaction, quality, sales and competitors analysis etc. For getting efficient data researcher did survey in PCMC area.

The aim behind survey was to collect several data regarding Sport Utility Vehicle manufactured by company in Car division and comparing with other competitor companies.

OBJECTIVES:

**“COMPARATIVE ANALYSIS OF FORCE ONE SUV WITH OTHER LEADING
COMPETITORS”**

RESEARCH METHODOLOGY:

1. The research approach is survey Method Interviews of the customer.
2. The design of Research is Descriptive.
3. The Primary data are collected by the schedule and questionnaire with open and closed ended questions.

OBSERVATION & FINDINGS:

This survey was for the showroom & company so it was very helpful to analysis competitor's policies as well as organization's strength and weaknesses. In the research, researcher found that organization is very strong in market.

INTRODUCTION

CONCEPT AND CONTEXT OF THE STUDY:

This project aims at "**Comparative Analysis of Force One SUV with Other Leading Competitors**" in Pune division. Force Motors, is the Pune based pioneer of the LCV Industry that gave India iconic brands like the Tempo, Matador, Mindoro and Traveler. Over the last five decades it has partnered with leading global automotive names like Daimler, ZF, Bosch and MAN and through these associations developed comprehensive expertise in-house - for design, development and production of the entire range of automobiles.

Under this project researcher was asked to conduct survey especially in PCMC market to collect information's from the customer in terms of price, quality, and customer satisfaction, customer requirement from showroom and company for further comparative analysis with other competitors. For this researcher has prepared a structured questionnaire, which includes different type of open ended as well as close ended questions. On the basis of this information we can analyze the position of Force One SUV as compared to others. The interaction with the customers and their feedback is the determining factor in analyzing why the customer preferred a particular brand.

RATIONAL OF THE STUDY:

As it is all fact that to survive in any industry whether it is any field it is survival of the fittest you have to be best or near to best to stay alive in the cut throat competition. My study compares various aspects by which the company achieves maximum success.

The important point of study:

1. Company can know status of other competitor companies.
2. It will help the company to analyze market.
3. Comparison of quality, range, availability and customer satisfaction.
4. Importance of Force One SUV in market.

INDUSTRY AND SECTOR PROFILE

AUTO INDUSTRY:

On the canvas of the Indian economy, automotive industry occupies a prominent place. Due to its deep forward and backward linkages with several key segments of the economy, automotive industry has a strong multiplier effect and is capable of being the driver of economic growth. A sound transportation system plays a pivotal role in the country's rapid economic and industrial development.

Automotive Industry comprises of automobile and auto component sectors and is one of the key drivers of the national economy as it provides large-scale employment, having a strong multiplier effect. Being one of the largest industries in India, this industry has been witnessing impressive growth during the last two decades. It has been able to restructure itself, absorb newer technology, align itself to the global developments and realize its potential.

AUTOMOBILE INDUSTRY

One of the major industrial sectors in India is the automobile sector. Subsequent to the liberalization, the automobile sector has been aptly described as the sunrise sector of the Indian economy as this sector has witnessed tremendous growth.

Automobile Industry was relicensed in July 1991 with the announcement of the New Industrial Policy. The passenger car industry was, however, relicensed in 1993.

AUTO COMPONENTS INDUSTRY:

Surge in automobile industry since the nineties has led to robust growth of the auto component sector in the country. In tandem with the industry trends, the Indian component sector has shown great advances in recent years in terms of growth, spread, absorption of new technologies and flexibility. Indian auto component industry has seen major growth with the arrival of world vehicle manufacturers from Japan, Korea, US and Europe. Today, India is emerging as one of the key auto components center in Asia and is expected to play a significant role in the global automotive supply chain in the near future. The auto component industry is also expected to drive the growth of the engineering sector in view of its strong downstream and upstream linkages with many other segments of the engineering sector like raw materials, capital goods, intermediate products etc. India has also emerged as an outsourcing hub for auto parts for international companies such as Ford, General Motors, Daimler Chrysler, Fiat, Volkswagen, and Toyota.

MAJOR AUTOMOTIVE PLAYERS IN INDIA:

| | | |
|---------------------|------------------|------------------|
| Force Motors | Fiat India | Hindustan Motors |
| Mahindra & Mahindra | Skoda Auto India | Eicher Motors |
| Tata Motors Cars | Hero Moto Corp. | Ashok Leyland |

| | | |
|----------------------|--------------------|------------------|
| Hyundai Motors | Volkswagen India | Toyota Kirloskar |
| General Motors India | Yamaha Motor India | Volvo India |
| Maruti Suzuki | Kinetic Motor | Honda |
| Ford India | Bajaj Auto | BMW India |

COMPANY AND PRODUCT PROFILE

CORPORATE PROFILE:


Force Motors was founded in 1957 when Mr. N. K. Firodia signed a deal on collaborating with Vidal & Sohn Tempo Werke GmbH for phased manufacturing of the Tempo 3-Wheeler.

Force Motors has historically focused on the light commercial vehicles in the transport segment in India, with brands such as Tempo, Metador, Trax and the Traveller. It exports its complete range of products to various countries in the Middle East, Asia, Latin America and Africa.

The company sells products in five segments namely Small Commercial Vehicles (SCV), Multi Utility Vehicles (MUV), Light Commercial Vehicles (LCV), Tractors and Heavy Commercial Vehicles (HCV). HVs are produced under MAN Force Trucks Pvt. Ltd which is a 50:50 joint venture between MAN Nutzfahrzeuge AG of Germany and Force Motors Ltd. of India.

The joint venture has an installed capacity of 24,000 trucks per annum at its 'state of the art' plant at Pithampur, near Indore (MP). Half the production is earmarked for exports through the global MAN Sales Organization. The range of products manufactured includes Mining & Construction Tippers, Haulage Tractors and Multi Axle Trucks, from 16t GVW to 49t GCW. Mr. Abhay N. Firodia is the Chairman & Managing Director, whilst Mr. Prasan Firodia is the Managing Director. The company has approximately 7,000 employees and hopes to achieve a turnover of Rs. 1,800 crores in 2010-11. The JV reported a turnover of Rs. 368 crores in the first half of 2010-11 compared to Rs. 130 crores turnover in the same period in 2009-10.

MAJOR ACHIEVEMENTS:



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| Company has lunch his new product Force One SUV in Indian Market in Indian market. |
| Dr. Abhay Firodia, Chairman, Force Motors was awarded the "Commercial Vehicle Man of the Year" award. |
| This was a year of new ideas taking shape at Force Motors. |
| New State-of-the-art HCV Manufacturing facility was inaugurated at Pithampur |
| Tempo renamed as Force Motors Ltd. The word 'Force' denotes Power, Energy and enthusiasm with which all our projects are successfully executed |
| The entire Akurdi plant and Pithampur Plant were certified to ISO 9001: 2000. Force Motors also launched Balwan range of tractors. |
| Force Motors conceived a technologically superior tractor, the OX, as a diversification and the OX 45; a 45 HP tractor was introduced. |
| Force Motors introduced a new range of Three Wheelers - MINIDOR - pick up and auto rickshaw. |
| The production of Matador commenced and the company in a new collaboration - with the then Daimler Benz. |
| The VIKING vehicle subsequently was upgraded with a diesel engine and the MATADOR was born. |
| The manufacture of TEMPO VIKING 4-Wheel Trucks & Vans commenced in Nov. |
| Late Shri. N.K. Firodia signed a collaboration with Vidal & Sohn Tempo Werke GmbH |
| Late Shri N.K.Firodia in Collaboration with Vidal & Sohn, Hamburg, Germany started the import and later progressive manufacture in India of the Tempo 3-Wheeler. |

BOOKS:

- Marketing Management, Philip Kotler.
- Research Methodology, C. R. Kothari.

The researcher has taken theoretical information from Marketing Management & Research Methodology Books.

MAGAZINE & REPORT:

- Society of Indian Automobile Association.

Researcher has taken information regarding the sector profile and share market from report published by Society of Indian Automobile Association.

OBJECTIVES & SCOPE

"COMPARATIVE ANALYSIS OF FORCE ONE SUV WITH OTHER LEADING COMPETITORS".

- Comparative studies of sales, quality, customer satisfaction, price of Force One SUV as compare to its competitors and also to find the reason and areas where the company is lacking in the field.
- To compare Force One SUV with other brands and their market share to that Force one SUV and then formulate some strategy to be a market leader by increasing the market share of Force One SUV.
- To find out level of satisfaction of Force One SUV customer and also find out what Force One SUV needs to do in order to satisfy customer so that Sales of company increased.

SCOPE OF THE STUDY:

My project title is "**Comparative Analysis of Force One SUV with Other Leading Competitors**" could prove to be great importance to the company. In this project tried to

compare all the sales, quality, customer satisfaction, price of Force one SUV. I also tried to find out what the customer demand for the Force Motors is and what the organization needs to improve in its system in order to tighten its hand in the market. This will finally help Force one SUV it increase its market share and try to gain a big lead over its competition.

The study was confirmed to the Force one SUV dept. of the company the area covered in this study is PCMC area.

RESEARCH METHODOLOGY

PRIMARY DATA:

In most research areas, field survey is commonly used to collect primary data from the respondents. Surveys can be

1. Personal
2. By mail
3. Telephonic & by Directory.

It is common practice to use structured questionnaires prepared in advanced, to elicit the necessary from the respondents. Whether it is personal of mail survey, it is necessary to design suitable questionnaire, conduct a pilot survey and undertake a pretesting of the questionnaire.

However, in the present study researcher collected primary data through

- Questionnaire.
- Personal interview method.

SECONDARY DATA:

Secondary data means data are already available, it means which have already been collected and analyzed by someone else. When research utilizes secondary data, research has to look into various sources from where researcher can obtain data, usually data published is available in

1. Technical & Trade Journals.
2. Books, Magazines and Newspapers.
3. Reports and Publications of various associations connected with business and industry.

4. Report prepared by research scholars, universities, economist etc. in different fields.
5. Public report record and statistics, historical documents and other sources of publication Information.

RESEARCH DESIGN:

A research design is a blueprint prepared depending on various type of blueprint available for the collecting, measurement and analysis of data very research design must have a scientific base to achieve the desire objectives. A research design is a master plan or model for the conduct of formal investigation and survey. Here for this Research study the descriptive Method/Design has been used. Survey & interview were used to collect Primary data whereas Secondary data was collected from internet, manuals, magazines etc. This research aims at describing the various sales promotion techniques being used & its effectiveness.

RESEARCH METHODOLOGY OF THE PROJECT:

1. Sampling Technique : Simple Random Sampling.
2. Sample Size : 50 Respondents.
3. Method : Direct Interview through questionnaire.
4. Data analysis Method : Graphical Method.
5. Area of survey : PCMC.

OBSERVATION & FINDINGS

- Force One SUV buyer is from Upper Class income group.
- SUV buyer give more preference to the performance of SUV and from the research it was found that Force One SUV performance is very good.
- The buying decision of SUV buyer has more affected by the Luxury of SUV and according to the survey it is good for Force One SUV.
- Comfort ability of SUV is the very important factor for buying decision and it was found by research that most of the people happy with comfort ability of Force One SUV.

- As far as price concerned buyer things that the price of Force One SUV is in medium range.
- As per the survey quality of SUV is the decisive factor in choosing the SUV, according to the survey buyer preferred Force One SUV as a fact that it id best Quality.
- From the research it is observed that the promotional Activity plays an important role in customer buying decision and according to the survey Force One SUV follows better promotional activity.
- From the research the researcher found that the dealer of Force One SUV situated very far away from as per the customer concern.
- As per the survey and interaction with the customer, it was found that customer were happy with the treatment of Force One SUV dealer at the time of purchase.
- As per the survey it was observed that buyers are not that much happy servicing cell maintenance staff treatment.

CONCLUSIONS

Force One SUV is the best SUV is available in the Market.

1. In PCMC area there is huge demand for Force One SUV as Compared to other competitor companies.
2. The Force Motors emphases on quality.
3. Almost all the customers are satisfied with the quality which is provided by Force Motors.
4. The Company has maintained good working environment and other facilities to its worker which result is good quality & increased output.
5. Most of the customer satisfied with the after sales services provided by the Force One SUV.

SUGGESTIONS

1. Force One SUV may establish more service centers & showroom because most of the people from PCMC feel that the service center & showroom very far away from them.
2. Force One SUV may use effective marketing strategy introduced to rich the maximum market.

3. Force one SUV may make availability of spare parts accessories at minimum possible price and also focus on the effective distribution of accessories and spare parts.
4. The company should start the servicing facility by phone or may start toll free number for providing better service to the customer.
5. Force One SUV may change the color pattern of SUV Add some sporty color to attract youth.

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Books:

- Marketing Management, Philip Kotler.
- Research Methodology, C. R. Kothari.
- Marketing Research, David J Lucj & Ronald S. Rubin, and 7th edition.

Magazine & Report:

- Society of Indian Automobile Association.