

**A**  
**MARKETING PROJECT REPORT**  
**ON**  
**“FUTURE STRATEGIES FOR GROWTH:”**  
**SAMVARDHANA MOTHERSON GROUP**



**In the partial fulfillment of the Degree of  
Master of Business Administration**

**Submitted By:**  
**MBA-I, Role No.**  
**Batch: 2014-16**

**Under the Guidance of Mr.**

( \_\_\_\_\_ )

**L.M. Thapar School of Management**  
**(Thapar University, Patiala)**  
**Dera Bassi Campus, - 140507**

## DECLARATION

I \_\_\_\_\_ Student of **M.B.A MARKETING MANAGEMENT (L.M. Thapar School of Management)** hereby declare that the Project Report on **FUTURE STRATEGIES FOR GROWTH ON SAMVARDHANA MOTHERSON GROUP** is been result of my own work and has been carried out under supervision of Mr. \_\_\_\_\_

I declare that this submitted work is done solely by me and to the best of my knowledge; no such work has been submitted by any other person for the award of post graduation degree or diploma.

I also declare that all the information collected from various secondary sources has been duly acknowledged in this project report.

PLACE:

(NAME)

DATE:

## CERTIFICATE

This is to certify that \_\_\_\_\_ has satisfactory completed the project work entitled, “**FUTURE STRATEGIES FOR GROWTH ON SAMVARDHANA MOTHERSON GROUP**” is based on the declaration made by the candidate and me association as a guide for carrying out this project work, I recommended this project for evaluation as a part of the MBA programme of **L.M. Thapar School of Management**

Place: \_\_\_\_\_

Date: \_\_\_\_\_

PROF: \_\_\_\_\_

## ACKNOWLEDGEMENT

My debts are many and I acknowledge them with much pride and delight. This project Report was undertaken for the fulfilment of MBA Programme pursuing at **L.M. Thapar School of Management** I would like to thanks my institute and **SAMVARDHANA MOTHERSON GROUP** which has provided me the opportunity for doing this project work.

I am extremely great full to (\_\_\_\_\_Guide Name) (\_\_\_\_\_Designation and College/institute name), for his invaluable help and guidance throughout my work. He kindly evinced keen interest in my work and furnished some useful comments, which could enrich the work substantially.

In fact it is very difficult to acknowledge all the names and nature of help and encouragement provided by them. I would never forget the help and support extended directly or indirectly to me by all.

(\_\_\_\_\_FULL NAME)

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## CHAPTER NO. 1

### EXECUTIVE SUMMARY



Samvardhana Motherson Group (SMG) combines the power of innovation and product quality to passionately create world class products that cater to customer needs across diverse industries, especially automotive. Founded in 1975, the Group has a diversified industry-leading portfolio of auto ancillary products and services that make it a full system solutions provider for its customers across the globe. With market leading products ranging from Electrical Distribution Systems, automotive rearview mirrors, polymer processing, lighting systems, air intake manifolds and HVAC systems. SMG's principal focus is the automotive industry, globally and in India. SMG is a leading supplier to automotive industry globally. It also serves wide number of other industries. The Group recorded a turnover of USD 6.9 billion (approx) during 2014-15.

SMG has operations in 25 countries across North America, South America, Europe, South Africa, Middle East, Asia Pacific and Australia. Its broad range of products are manufactured in more than 170 facilities and 24 design centres across the globe by over 70,000 qualified professionals.

SMG is a global solutions provider offering end-to-end design and manufacturing solutions to its customers, including product concept and product design, engineering, prototyping and tool manufacturing product, manufacturing, assembly and the production of integrated modules.

The Group's business portfolio covers multiple areas of the automotive value chain as well as several non-automotive industries. The product range includes:

- ) Wiring harnesses
- ) Rear view mirrors
- ) Polymer processing, including assemblies and bumpers, cockpit assemblies and door trims, supported by tool manufacturing
- ) Elastomer processing
- ) Modules, such as automotive lighting systems, air intake manifolds, shock absorbers, heating ventilation and air-conditioning systems, cabins for off-highway construction and agricultural vehicles, waste recycling systems.
- ) Metal working, including cutting tools, broaches, bimetal band-saw blades, gear cutting tools and thin film coating metals;
- ) IT, Engineering and Design for the automotive and non-automotive sectors
- ) Manufacturing support, including air compressors, paint coating equipment and auxiliary equipment for injection moulding machines and automatic manufacturing engineering services

## **CHAPTER NO. 2**

### **INTRODUCTION**

- ) ABOUT FURURE FUTURE STRATEGIES FOR GROWTH
- ) OBJECTIVE OF THE STUDY
- ) STATEMENT OF PROBLME
- ) DATA COLLECTIONS
- ) LIMITATION OF THE STUDY

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## **ABOUT FUTURE STRATEGIES FOR GROWTH**

Company growth is always depends on future strategies of the company. Future strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage.

Future strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives, Plans and objectives are generally tested for measurable results. Commonly, future strategies are developed as multi-year plans, with a tactical plan detailing specific actions to be accomplished in the current year. Time horizons covered by the marketing plan vary by company, by industry, and by nation, however, time horizons are becoming shorter as the speed of change in the environment increases. Future strategies are dynamic and interactive. They are partially planned and partially unplanned. See strategy dynamics.

Future strategy involves careful scanning of the internal and external environments. Internal environmental factors include the marketing mix, plus performance analysis and strategic constraints. External environmental factors include customer analysis, competitor analysis, target market analysis, as well as evaluation of any elements of the technological, economic, cultural or political/legal environment likely to impact success. A key component of Future strategy is often to keep marketing in line with a company's overarching mission statement.

Once a thorough environmental scan is complete, a strategic plan can be constructed to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation. A final step in developing a Future strategy is to create a plan to monitor progress and a set of contingencies if problems arise in the implementation of the plan.

## Types of strategies

Future strategies may differ depending on the unique situation of the individual business. However there are a number of ways of categorizing some generic strategies. A brief description of the most common categorizing schemes is presented below:

Strategies based on market dominance - In this scheme, firms are classified based on their market share or dominance of an industry. Typically there are four types of market dominance strategies:

Leader

Challenger

Follower

Nicher

Porter generic strategies - strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage. The generic strategy framework (porter 1984) comprises two alternatives each with two alternative scopes. These are Differentiation and low-cost leadership each with a dimension of Focus-broad or narrow. Product differentiation, Cost leadership, Market segmentation, Innovation strategies — this deals with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation. There are three types: Pioneers, Close followers, Late followers & Growth strategies — In this scheme we ask the question, "How should the firm grow?". There are a number of different ways of answering that question, but the most common gives four answers:

Horizontal integration

Vertical integration

Diversification

## Intensification

Marketing warfare strategies - This scheme draws parallels between marketing strategies and military strategies.

## Strategic models

Marketing participants often employ strategic models and tools to analyze marketing decisions. When beginning a strategic analysis, the 3Cs can be employed to get a broad understanding of the strategic environment. An Ansoff Matrix is also often used to convey an organization's strategic positioning of their marketing mix. The 4Ps can then be utilized to form a marketing plan to pursue a defined strategy.

There are many companies especially those in the Consumer Package Goods (CPG) market that adopt the theory of running their business centered around Consumer, Shopper & Retailer needs. Their Marketing departments spend quality time looking for "Growth Opportunities" in their categories by identifying relevant insights (both mindsets and behaviours) on their target Consumers, Shoppers and retail partners. These Growth Opportunities emerge from changes in market trends; segment dynamics changing and also internal brand or operational business challenges. The Marketing team can then prioritize these Growth Opportunities and begin to develop strategies to exploit the opportunities that could include new or adapted products, services as well as changes to the 7Ps.

## **OBJECTIVE OF THE STUDY**

- ) To study the future strategies of Samvardhana Motherson Group.
- ) To study the marketing strategies and brand loyalty of Samvardhana Motherson Group.
- ) To Study the marketing Mix of Samvardhana Motherson Group with respect to attributes such as Brand Loyalty and come up with recommendations as to what all needs to be considered keeping the consumer in mind.
- ) To analyze the Samvardhana Motherson Group competitor and compare their strategies and come up with recommendations for any problem being faced by it.
- ) To find out the new ways to increase the profit of the company.

## **SCOPE OF THE STUDY**

Through this study we can know about the growth of the Samvardhana Motherson Group.

This study will also help to the company to know about their new concepts position in the market.

This study will also help to the company to know about its promotional activities.

Through this study company will know about the availability of its products in the market.

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## **STATEMENT OF PROBLME**

- ) The main problem of this study is how the company design future strategy plan for the growth.
- ) How they can implement the designed plan according to company policy.
- ) What kind of marketing activities need to follow for the growth of the company?
- ) Future strategies for the growth of the company are not properly implemented.

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## **DATA COLLECTIONS**

Research included collecting both primary and secondary data.

**PRIMARY DATA** is the first hand data, new data gathered to help solve the problem at hand. Data is collected personally for the specific project through research. Questionnaire was prepared to gather information on the company marketing and services.

**SECONDARY DATA** is the is the second hand data collected by someone else with is gathered through internet, publications, articles, company books, etc.

### **DATA COLLECTION:**

The data collection method used was none other than survey method which is usually incorporated for collection of raw information. The survey method is advantageous because it helps to collect a great deal of information about an individual respondent.

#### **Survey:**

The type of survey undertaken was that of sample type keeping in consideration the time constraint and paraphemalic, besides the viability of census survey. The sample survey thus being taken to the right path to reach the desired destination was carefully planned to convert of the operation by using selected samples.

#### **Statistical Tool:**

The tool for obtaining the information was questionnaire. A structured questionnaire was administered. The questionnaire was designed in the view both major and minor objective of study.

**Sampling:** With the customer being unknown and given the time and resource constraints random sample was obtained from different people.

#### **Data completion and analysis:**

After the data was collected, it was tabulated and findings of the project were presented followed by analysis and interpretation to reach certain conclusions.

### **LIMITATION OF THE STUDY**

- ) First limitation of this project is the very short time limit.
- ) A portion of the respondents are not cooperative.
- ) The researcher is inexperienced.
- ) Not much of importance was attached to this task by some of the Respondents.
- ) The sample size of the respondents is very small.
- ) The method of sampling is judgment sampling.

Sample Project Report



## CHAPTER NO. 3

### REVIEW OF LITERATURE



#### **Growth strategies**

In this scheme we ask the question, "How should the firm grow? There are a number of different ways of answering that question, but the most common gives four answers:

- ) Horizontal integration
- ) Vertical integration
- ) Diversification

These ways of growth are termed as organic growth. Horizontal growth is whereby a firm grows towards acquiring other businesses that are in the same line of business for example a clothing retail outlet acquiring a food outlet. The two are in the retail establishments and their integration lead to expansion. Vertical integration can be forward or backward. Forward integration is whereby a firm grows towards its customers for example a food manufacturing firm acquiring a food outlet. Backward integration is whereby a firm grows towards its source of supply for example a food outlet acquiring a food manufacturing outlet.

## **Horizontal integration**

In business, **horizontal integration** is a strategy where a company creates or acquires production units for outputs which are alike - either complementary or competitive. One example would be when a company acquires competitors in the same industry doing the same stage of production for the creation of a monopoly. Another example is the management of a group of products which are alike, yet at different price points, complexities, and qualities. This strategy may reduce competition and increase market share by using economies of scale. For example, a car manufacturer acquiring its competitor who does exactly the same thing.

**Horizontal integration** is orthogonal to vertical integration, where companies integrate multiple stages of production of a small number of production units.

Horizontal integration is related to horizontal alliances (= horizontal cooperation). However, in the case of a horizontal alliance, the partnering companies set up a contract, but remain independent. For example, Raue & Wieland (2015) describe the example of legally independent logistics service providers who cooperate. Such an alliance relates to competition.

### **Benefits of horizontal integration**

Benefits of horizontal integration to both the firm and society may include economies of scale and economies of scope. For the firm, horizontal integration may provide a strengthened presence in the reference market. It may also allow the horizontally integrated firm to engage in monopoly pricing, which is disadvantageous to society as a whole and which may cause regulators to ban or constrain horizontal integration.

### **Media terms**

Media critics, such as Robert W. McChesney, have noted that the current trend within the entertainment industry has been toward the increased concentration of media ownership into the hands of a smaller number of transmedia and transnational conglomerates. Media

is seen to amass in centre where wealthy individuals have the ability to purchase such ventures

Horizontal integration, that is the consolidation of holdings across multiple industries, has displaced the old vertical integration of the Hollywood studios. The idea of owning many media outlets, which run almost the same content, is considered to be very productive, since it requires only minor changes of format and information to use in multiple media forms. For example, within a conglomerate, the content used in broadcasting television would be used in broadcasting radio as well, or the content used in hard copy of the newspaper would also be used in online newspaper website.

What emerged are new strategies of content development and distribution designed to increase the “synergy” between the different divisions of the same company. Studios seek content that can move fluidly across media channels.

### **Examples**

An example of horizontal integration would be McDonalds buying out Burger King. Obviously, this has not happened, but is an example of what a horizontal integration would be like. Another example that actually did happen was the Heinz and Kraft Foods merger. On March 25th, 2015, Heinz and Kraft merged into one company.

### **Vertical integration**

In microeconomics and management, *vertical integration* is an arrangement in which the supply chain of a company is owned by that company. Usually each member of the supply chain produces a different product or (market-specific) service, and the products combine to satisfy a common need. It is contrasted with horizontal integration. **Vertical integration** has also described management styles that bring large portions of the supply chain not only under a common ownership, but also into one corporation (as in the 1920s when the Ford River Rouge Complex began making much of its own steel rather than buying it from suppliers).

Vertical integration is one method of avoiding the hold-up problem. A monopoly produced through vertical integration is called a vertical monopoly.

Nineteenth-century steel tycoon Andrew Carnegie's example in the use of vertical integration led others to use the system to promote financial growth and efficiency in their businesses.

Vertical integration can be a highly important strategy, but it is notoriously difficult to implement successfully and—when it turns out to be the wrong strategy—costly to fix.

Vertical integration is the degree to which a firm owns its upstream suppliers and its downstream buyers. Contrary to horizontal integration, which is a consolidation of many firms that handle the same part of the production process, vertical integration is typified by one firm engaged in different parts of production (e.g., growing raw materials, manufacturing, transporting, marketing, and/or retailing).

There are three varieties: backward (upstream) vertical integration, forward (downstream) vertical integration, and balanced (both upstream and downstream) vertical integration.

- J A company exhibits **backward vertical integration** when it controls subsidiaries that produce some of the inputs used in the production of its products. For example, an automobile company may own a tire company, a glass company, and a metal company. Control of these three subsidiaries is intended to create a stable supply of inputs and ensure a consistent quality in their final product. It was the main business approach of Ford and other car companies in the 1920s, who sought to minimize costs by integrating the production of cars and car parts as exemplified in the Ford River Rouge Complex.
- J A company tends toward **forward vertical integration** when it controls distribution centers and retailers where its products are sold.

## Diversification (marketing strategy)

**Diversification** is a corporate strategy to enter into a new market or industry which the business is not currently in, whilst also creating a new product for that new market. This is most risky section of the Ansoff Matrix, as the business has no experience in the new market and does not know if the product is going to be successful.

Diversification is part of the four main growth strategies defined by Igor Ansoff's Product/Market matrix:

		Products	
		Present	New
Markets	Present	Market penetration	Product development
	New	Market development	<b>Diversification</b>

Ansoff pointed out that a diversification strategy stands apart from the other three strategies. The first three strategies are usually pursued with the same technical, financial, and merchandising resources used for the original product line, whereas diversification usually requires a company to acquire new skills, new techniques and new facilities.

**Note:** The notion of diversification depends on the subjective interpretation of “new” market and “new” product, which should reflect the perceptions of customers rather than managers. Indeed, products tend to create or stimulate new markets; new markets promote product innovation.

Product diversification involves addition of new products to existing products either being manufactured or being marketed. Expansion of the existing product line with related products is one such method adopted by many businesses. Adding tooth brushes to tooth paste or tooth powders or mouthwash under the same brand or under different brands aimed at different segments is one way of diversification. These are either brand extensions or product extensions to increase the volume of sales and the number of customers.

## **The different types of diversification strategies**

The strategies of diversification can include internal development of new products or markets, acquisition of a firm, alliance with a complementary company, licensing of new technologies, and distributing or importing a products line manufactured by another firm. Generally, the final strategy involves a combination of these options. This combination is determined in function of available opportunities and consistency with the objectives and the resources of the company.

There are three types of diversification: concentric, horizontal, and conglomerate.

### **Concentric diversification**

This means that there is a technological similarity between the industries, which means that the firm is able to leverage its technical know-how to gain some advantage. For example, a company that manufactures industrial adhesives might decide to diversify into adhesives to be sold via retailers. The technology would be the same but the marketing effort would need to change.

It also seems to increase its market share to launch a new product that helps the particular company to earn profit. For instance, the addition of tomato ketchup and sauce to the existing "Maggi" brand processed items of Food Specialities Ltd. is an example of technological-related concentric diversification.

The company could seek new products that have technological or marketing synergies with existing product lines appealing to a new group of customers. This also helps the company to tap that part of the market which remains untapped, and which presents an opportunity to earn profit..

### **Horizontal diversification**

The company adds new products or services that are often technologically or commercially unrelated to current products but that may appeal to current customers. This strategy tends to increase the firm's dependence on certain market segments. For

example, a company that was making notebooks earlier may also enter the pen market with its new product.

### **When is horizontal diversification desirable?**

Horizontal diversification is desirable if the present customers are loyal to the current products and if the new products have a good quality and are well promoted and priced. Moreover, the new products are marketed to the same economic environment as the existing products, which may lead to rigidity or instability.

### **Another interpretation**

Horizontal integration occurs when a firm enters a new business (either related or unrelated) at the same stage of production as its current operations. For example, Avon's move to market jewellery through its door-to-door sales force involved marketing new products through existing channels of distribution. An alternative form of that Avon has also undertaken is selling its products by mail order (e.g., clothing, plastic products) and through retail stores (e.g., Tiffany's). In both cases, Avon is still at the retail stage of the production process.

### **Conglomerate diversification (or lateral diversification)**

The company markets new products or services that have no technological or commercial synergies with current products but that may appeal to new groups of customers. The conglomerate diversification has very little relationship with the firm's current business. Therefore, the main reasons for adopting such a strategy are first to improve the profitability and the flexibility of the company, and second to get a better reception in capital markets as the company gets bigger. Though this strategy is very risky, it could also, if successful, provide increased growth and profitability.

### **Goal of diversification**

According to Calori and Harvatopoulos (1988), there are two dimensions of rationale for diversification. The first one relates to the nature of the strategic objective: Diversification may be defensive or offensive.

Defensive reasons may be spreading the risk of market contraction, or being forced to diversify when current product or current market orientation seems to provide no further opportunities for growth. Offensive reasons may be conquering new positions, taking opportunities that promise greater profitability than expansion opportunities, or using retained cash that exceeds total expansion needs.

The second dimension involves the expected outcomes of diversification: Management may expect great economic value (growth, profitability) or first and foremost great coherence with their current activities (exploitation of know-how, more efficient use of available resources and capacities). In addition, companies may also explore diversification just to get a valuable comparison between this strategy and expansion.

### **Risks**

Of the four strategies presented in the Ansoff matrix, Diversification has the highest level of risk and requires the most careful investigation. Going into an unknown market with an unfamiliar product offering means a lack of experience in the new skills and techniques required. Therefore, the company puts itself in a great uncertainty. Moreover, diversification might necessitate significant expanding of human and financial resources, which may detract focus, commitment, and sustained investments in the core industries. Therefore, a firm should choose this option only when the current product or current market orientation does not offer further opportunities for growth. In order to measure the chances of success, different tests can be done:

- )] The attractiveness test: the industry that has been chosen has to be either attractive or capable of being made attractive.
- )] The cost-of-entry test: the cost of entry must not capitalize all future profits.
- )] The better-off test: the new unit must either gain competitive advantage from its link with the corporation or vice versa.



Because of the high risks explained above, many companies attempting to diversify have led to failure. However, there are a few good examples of successful diversification:

- J Virgin Group moved from music production to travel and mobile phones
- J Walt Disney moved from producing animated movies to theme parks and vacation properties
- J Canon diversified from a camera-making company into producing an entirely new range of office equipment.

**Marketing strategy** is the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy includes all basic, short-term, 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 contribute to the goals of the company and its marketing objectives.

#### **Developing a marketing strategy**

The process generally begins with a scan of the business environment, both internal and external, which includes understanding strategic constraints. It is generally necessary to try to grasp many aspects of the external environment, including technological, economic, cultural, political and legal aspects. Goals are chosen. Then, a marketing strategy or marketing plan is an explanation of what specific actions will be taken over time to achieve the objectives. Plans can be extended to cover many years, with sub-plans for each year, although as the speed of change in the merchandising environment quickens, time horizons are becoming shorter. Ideally, strategies are both dynamic and interactive, partially planned and partially unplanned, to enable a firm to react to unforeseen developments while trying to keep focused on a specific pathway; generally, a longer time frame is preferred. There are simulations such as customer lifetime value models which can help marketers conduct "what-if" analyses to forecast what might happen based on possible actions, and gauge how specific actions might affect such variables as the revenue-per-customer and the churn rate. Strategies often specify how to adjust the marketing mix; firms can use tools such as Marketing Mix Modeling to help

them decide how to allocate scarce resources for different media, as well as how to allocate funds across a portfolio of brands. In addition, firms can conduct analyses of performance, customer analysis, competitor analysis, and target market analysis. A key aspect of marketing strategy is often to keep marketing consistent with a company's overarching mission statement.

Marketing strategy should not be confused with a marketing objective or mission. For example, a goal may be to become the market leader, perhaps in a specific niche; a mission may be something along the lines of "to serve customers with honor and dignity"; in contrast, a marketing strategy describes how a firm will achieve the stated goal in a way which is consistent with the mission, perhaps by detailed plans for how it might build a referral network, for example. Strategy varies by type of market. A well-established firm in a mature market will likely have a different strategy than a start-up. Plans usually involve monitoring, to assess progress, and prepare for contingencies if problems arise.

### **Early marketing strategy concepts**

#### **) Borden's "marketing mix"**

"In his classic *Harvard Business Review* (HBR) article of the marketing mix, Borden (1964) credits James Culliton in 1948 with describing the marketing executive as a 'decider' and a 'mixer of ingredients.' This led Borden, in the early 1950s, to the insight that what this mixer of ingredients was deciding upon was a 'marketing mix'" (34).

#### **) Smith's "differentiation and segmentation strategies"**

"In product differentiation, according to Smith (1956, p. 5), a firm tries 'bending the will of demand to the will of supply.' That is, distinguishing or differentiating some aspect(s) of its marketing mix from those of competitors, in a mass market or large segment, where customer preferences are relatively homogeneous (or heterogeneity is ignored, Hunt, 2011, p. 80), in an attempt to shift its aggregate demand curve to the left (greater quantity sold for a given price) and make it more inelastic (less amenable to substitutes). With

segmentation, a firm recognizes that it faces multiple demand curves, because customer preferences are heterogeneous, and focuses on serving one or more specific target segments within the overall market" (35).

) Dean's "skimming and penetration strategies"

"With skimming, a firm introduces a product with a high price and after milking the least price sensitive segment, gradually reduces price, in a stepwise fashion, tapping effective demand at each price level. With penetration pricing a firm continues its initial low price from introduction to rapidly capture sales and market share, but with lower profit margins than skimming"

**Corporate strategy concepts**

) Andrews' "SWOT analysis"

"Although widely used in marketing strategy, SWOT (also known as TOWS) Analysis originated in corporate strategy. The SWOT concept, if not the acronym, is the work of Kenneth R. Andrews who is credited with writing the text portion of the classic: Business Policy: Text and Cases (Learned et al., 1965)" (41).

) Ansoff's "growth strategies"

"The most well-known, and least often attributed, aspect of Igor Ansoff's Growth Strategies in the marketing literature is the term 'product-market.' The product-market concept results from Ansoff juxtaposing new and existing products with new and existing markets in a two by two matrix"

**Porter's "generic strategies"**

**Porter generic strategies** – strategy on the dimensions of strategic scope and strategic strength. Strategic scope refers to the market penetration while strategic strength refers to the firm's sustainable competitive advantage. The generic strategy framework (porter

1984) comprises two alternatives each with two alternative scopes. These are *Differentiation* and *low-cost leadership* each with a dimension of *Focus*-broad or narrow.

- ) Product differentiation
- ) Cost leadership
- ) Market segmentation

### **Innovation strategies**

Innovation strategies deal with the firm's rate of the new product development and business model innovation. It asks whether the company is on the cutting edge of technology and business innovation. There are three types:

- ) Pioneers
- ) Close followers
- ) Late followers

## **CHAPTER NO. 4**

### **COMPANY PROFILE**

Samvardhana Motherson Group (SMG) combines the power of innovation and product quality to passionately create world class products that cater to customer needs across diverse industries, especially automotive. Founded in 1975, the Group has a diversified industry-leading portfolio of auto ancillary products and services that make it a full system solutions provider for its customers across the globe. With market leading products ranging from Electrical Distribution Systems, automotive rearview mirrors, polymer processing, lighting systems, air intake manifolds and HVAC systems. SMG's principal focus is the automotive industry, globally and in India. SMG is a leading supplier to automotive industry globally. It also serves wide number of other industries. Motherson has offices and manufacturing units in 24 international & 11 Indian locations. The Group recorded a turnover of USD 6.9 billion (approx) during 2014-15.

SMG has operations in 25 countries across North America, South America, Europe, South Africa, Middle East, Asia Pacific and Australia. Its broad range of products are manufactured in more than 170 facilities and 24 design centres across the globe by over 70,000 qualified professionals.

SMG is a global solutions provider offering end-to-end design and manufacturing solutions to its customers, including product concept and product design, engineering, prototyping and tool manufacturing product, manufacturing, assembly and the production of integrated modules.

The Group's business portfolio covers multiple areas of the automotive value chain as well as several non-automotive industries. The product range includes:

- ) Wiring harnesses
- ) Rear view mirrors
- ) Polymer processing, including assemblies and bumpers, cockpit assemblies and door trims, supported by tool manufacturing
- ) Elastomer processing

- ) Modules, such as automotive lighting systems, air intake manifolds, shock absorbers, heating ventilation and air-conditioning systems, cabins for off-highway construction and agricultural vehicles, waste recycling systems.
- ) Metal working, including cutting tools, broaches, bimetal band-saw blades, gear cutting tools and thin film coating metals;
- ) IT, Engineering and Design for the automotive and non-automotive sectors
- ) Manufacturing support, including air compressors, paint coating equipment and auxiliary equipment for injection moulding machines and automatic manufacturing engineering services

## **CORPORATE PROFILE**

**Growth and Market Leadership:** SMG enjoys global leadership in its businesses. It connects innovation, creativity, employee participation and performance excellence to create world class products and services for its global customers.

Within the automotive industry, SMG is one of the largest manufacturers of exterior rear view vision systems in the world. It is one of the largest manufacturers of IP modules, door trims and bumpers in Europe and one of the largest manufacturers of wiring harnesses and rearview mirrors for passenger cars in India.

The Group has expanded its presence and enhanced its leadership position in the market through a combination of steady organic growth and strategic acquisitions. The Group has a multinational business having manufacturing and design capabilities catering to customers spread across multiple geographies. SMG's success is also attributable to the strength of its multiple joint ventures with players who are global leaders in their respective fields. Today, the Group has 25 joint venture partners.

Strong vertical and horizontal integration has been the cornerstone of the evolution and growth of SMG. Starting with wiring harness manufacturing, SMG focused on vertical backward integration in wiring harness and started manufacturing plastic components, injections moulding tools and rubber components. Today, each of these streams is an











independent business vertical. Modules and Assemblies were forward integration of these ranges.

**Diverse Product Range:** Supported by its wide product range, SMG caters to a wide range of customers in the automotive and other industries.










Its business portfolio comprises electrical distribution systems (wiring harnesses), rear view mirrors, polymer processing, injection moulding tools, elastomer processing, modules and systems including cockpits /IPs, door trims, bumpers, lighting systems, air intake manifolds, pedal assemblies, HVAC systems, vehicle air conditioning systems, machined metal products, cutting tools, IT services, engineering & design, CAE services, cabins for off-highway vehicles, environment management systems, cutting tools and thin film coating metals. The Group has invested in technologies that provide manufacturing support including compressors, paint coating equipment, auxiliary equipment for injection moulding machines and automotive manufacturing engineering services.





SMG supports its customers from the initial stages of product development, including conceptualization, designing, prototyping and tool manufacturing. This ability of the Group to provide end-to-end designing and manufacturing solutions to its customers helps it in becoming a preferred solution provider to its customers globally.







## HISTORY OF SAMVARDHANA MOTHERSON GROUP

Year		History
1975		<ul style="list-style-type: none"> <li>Motherson was founded</li> </ul>
1977		<ul style="list-style-type: none"> <li>First cable factory started</li> </ul>
1983		<ul style="list-style-type: none"> <li>Technical agreement with Tokai Electric Co. (Now Sumitomo Wiring Systems-Japan) Wiring Harness</li> </ul>
1986		<ul style="list-style-type: none"> <li>Establishment of Motherson Sumi Systems Limited (MSSL), the flagship company of Samvardhana Motherson Group in joint venture with Sumitomo Wiring Systems, Ltd., Japan</li> </ul>
1989		<ul style="list-style-type: none"> <li>Injection Moulding</li> </ul>
1992		<ul style="list-style-type: none"> <li>Cutting Tool Manufacturing</li> </ul>
1993		<ul style="list-style-type: none"> <li>Motherson Sumi Systems Ltd (the flagship company of the group) listed on stock exchanges in India</li> </ul>
1994		<ul style="list-style-type: none"> <li>Tool Room for small and Medium Sized Moulds (upto 650 Tons)</li> </ul>
1995		<ul style="list-style-type: none"> <li>Cockpit Assemblies</li> <li>Automotive Mirrors</li> </ul>
1997		<ul style="list-style-type: none"> <li>Blow Moulding</li> </ul>



1998		<ul style="list-style-type: none"> <li>• Rubber Injection Moulding</li> </ul>
1999		<ul style="list-style-type: none"> <li>• First Overseas Office established (Austria)</li> </ul>
2000		<ul style="list-style-type: none"> <li>• JV for IT, Engineering &amp; Design company in India</li> <li>• Representative Office at Singapore</li> <li>• JV for Air Compressors</li> </ul>
2001		<ul style="list-style-type: none"> <li>• Liquid Silicone Rubber Injection Moulding</li> <li>• Machined Metal Components</li> </ul>
2002		<ul style="list-style-type: none"> <li>• Acquisition of assets of Wexford electronics for manufacturing of wiring harnesses for material handling and earthmoving equipment</li> <li>• Design Centre at Ireland</li> </ul>
2003		<ul style="list-style-type: none"> <li>• Offices in USA &amp; UK established</li> <li>• Tool Room at Sharjah</li> </ul>
2004		<ul style="list-style-type: none"> <li>• Established European headquarter at Germany</li> </ul>
2005	  	<ul style="list-style-type: none"> <li>• JVs for <ul style="list-style-type: none"> <li>◦ Metal Machining in Germany</li> <li>◦ Environment Management Systems</li> <li>◦ Automotive Manufacturing Engineering</li> </ul> </li> <li>• PVC Tube Manufacturing</li> <li>• Acquisition of Plastic Injection Moulding in Germany</li> <li>• Acquisition of machining business in Germany</li> </ul>

2006		<ul style="list-style-type: none"> <li>• Wiring Harness Manufacturing in UK through acquisition of assets</li> <li>• Acquisition of Plastic Injection Moulding company in Czech Republic</li> <li>• Acquisition of Door Trim Business, Australia</li> <li>• JVs for: <ul style="list-style-type: none"> <li>◦ Bus Air-conditioning Systems</li> <li>◦ Auxiliary Equipment for Injection moulding machines</li> <li>◦ Cabins for off road vehicles in India</li> <li>◦ Paint Coating Equipment</li> </ul> </li> </ul>
2007		<ul style="list-style-type: none"> <li>• Acquisition of rubber moulding business in Australia</li> <li>• JVs for: <ul style="list-style-type: none"> <li>◦ HVAC systems for passenger cars</li> <li>◦ Bimetal band saw blades</li> <li>◦ Thin film coating metals</li> </ul> </li> </ul>
2008		<ul style="list-style-type: none"> <li>• JV for Lighting Systems, Pedal Box Assembly &amp; Air Intake manifolds</li> <li>• JV for Precision machined metal components</li> </ul>
2009		<ul style="list-style-type: none"> <li>• Acquisition of rearview mirror business of Visiocorp. The new company is now known as Samvardhana Motherson Reflectec (SMR)</li> <li>• Acquisition of strategic business units of Dagger Frost tools to establish gear cutting tool manufacturing. The new venture is named as Motherson Advanced Tooling Solutions (MATS)</li> <li>• Polymer Compounding</li> </ul>

2010		<ul style="list-style-type: none"> <li>• JV for HVAC Systems for commercial vehicles &amp; Off highway vehicles</li> <li>• JV for Gear Cutting Tools</li> </ul>
2011		<ul style="list-style-type: none"> <li>• Acquisition of Peguform, a global tier 1 manufacturer specializing in interior and exterior polymer modules. The acquired company is known as Samvardhana Motherson Peguform (SMP)</li> <li>• Acquisition of Vacuform 2000 (Pty) Limited for thermoformed polyethylene components and blow moulded components for automotive and other applications.</li> </ul>
2012		<ul style="list-style-type: none"> <li>• Acquisition of Sintermetal S.A., Spain to produce sintered metal parts for suspension and powertrain.</li> </ul>
2013		<ul style="list-style-type: none"> <li>• JV with Nippon Pigment(s) Pte. Ltd., Singapore and Toyota Tsusho Corporation, Japan for general purpose and engineering plastic products</li> <li>• JV with Eissmann Automotive, Slovakia to cover interior assemblies</li> </ul>
2014		<ul style="list-style-type: none"> <li>• Acquisition of wiring harness business of Stoneridge Inc.</li> <li>• Acquired 50% stake to form a JV with Magnetti Marelli Shock Absorbers India Pvt. Ltd.</li> </ul>
2015		<ul style="list-style-type: none"> <li>• Acquisition of assets of Scherer &amp; Trier (extrusion profiles, parts made of thermoplastics and hybrid parts made of metal &amp; plastic)</li> </ul>

## **Quality and Accreditation of the company**

Quality is a way of life at Samvardhana Motherson Group. The Group believes quality is an ongoing process and is essentially achieved through a concoction of continuous improvement efforts and performance excellence.

For SMG, quality is a sustained state which reflects in everything it does. With its global spread across 25 countries and rapid advances in technology, the Group focuses on quality in every product, service and process. By virtue of its international affiliations, expanse of operations and a global customer base, the Group has experience of working with a wide range of international quality systems, customers, collaborators and in-house quality functions. There is also a continuous interchange of best practices among all Group companies. It is this unquenchable thirst to strive for perfection in everything, that has helped SMG deliver to its customer expectations and forge strong relationships with its customers.

A focused executive management and an aware employee base are at the heart of what drives the need for quality in SMG. The Group's ability to adapt to change, adopt new practices and inculcate a culture of standardization stimulates the overall efficiency of its quality initiatives. A centralized pool of experts ensures fast track implementation of systems that help maintain quality in every process. Their tools help them focus on process improvement, accountability, efficiency, and cost reduction. A strong culture of quality that prevails throughout the organisation, allows Samvardhana Motherson to deliver the highest quality products and meet customer expectations worldwide.

### **Accreditations**

SMG companies are accredited with the major industry accreditations in their respective fields. SMG companies not only have total quality accreditations, but also serve a wide customer base with customer specific quality systems.

The SMG companies are accredited with relevant accreditations such as ISO 9001, VDA 6.1, ISO/TS 16949, CMM Level 5, ISO 14001 & OHSAS 18001.

## MSSL Organisation

- ## **Board Of Directors**

- ) **Mr. Vivek Chaand Sehgal** Chairman
- ) **Mr. Sushil Chandra Tripathi, IAS (Retd.)** Director
- ) **Mr. Toshimi Shirakawa** Director
- ) **Mr. Arjun Puri** Director
- ) **Mr. Gautam Mukherjee** Director
- ) **Ms. Geeta Mathur** Director
- ) **Mr. Laksh Vaaman Sehgal** Director
- ) **Ms. Noriyo Nakamura** Director
- ) **Mr. Pankaj Mital** Whole-time Director / Chief Operating Officer

## **BUSINESS PROFILE OF SAMVARDHANA MOTHERSON GROUP**

- ) Wiring Harnesses
- ) Rearview Mirrors
- ) Plastic Moulding
- ) Tooling
- ) Elastomer Processing
- ) Modules and Systems
- ) IT Services
- ) Engineering & Design
- ) Metal Working
- ) Manufacturing Support

### **Wiring Harnesses**

The wiring harness business of the Group is done by Motherson Sumi Systems Ltd., the flagship company of SMG. MSSL was established as a joint venture partnership with Sumitomo Wiring Systems, Japan for wiring harnesses manufacturing. Today, it manufactures Wiring Harnesses, High tension cords, battery cables and high level assemblies.

The Group provides complete solutions including design from basic vehicle schematic, development, prototyping, validation and manufacturing of wiring harnesses for passenger cars, commercial vehicles, two & three wheelers, multi utility vehicles, farm & material handling equipment and off-road vehicles. MSSL also manufactures specialized wiring harnesses for white goods, office automation equipment, medical diagnostic equipment and other electrical and electronic equipment.

The complete vertical integration for manufacturing critical wiring harness components like wires, connectors, terminals, grommets, junction boxes, relay boxes, protectors etc., enables MSSL to provide quality products with reduced time to market. The capability of designing and manufacturing of jigs, fixtures, applicators, circuit checking & assembly

boards, supported by state of the art facilities for wiring harness & component testing, makes the company a full system solutions provider.

In order to provide services to the global customer base of the Group, facilities have been established in close proximity to the customers MSSL serves. The facilities are spread across India, Mexico, Sri Lanka, UAE, Thailand, USA, UK, Japan, Italy, Germany, Ireland and Korea.

### **Rearview Mirrors**

The rearview mirror business of SMG is done by Samvardhana Motherson Reflectec. It is one of the leading global suppliers of rearview mirrors to the automotive industry. The Company develops, produces and distributes rear vision systems for the global automotive industry.

**SMR is one of the largest manufacturers of external rearview mirrors for passenger cars in the world.** SMR has a market share of approximately 22.0% of total global exterior rear view vision systems sales.

SMG's rear view vision systems product line comprises both exterior and interior rear view vision systems, which it supplies to the performance and premium segments, medium segments and the cost-driven, high-volume segments of the automotive OEM market.

The exterior rear view vision systems product line ranges from basic, manually-adjusted rear view vision systems to high-value rear view vision systems with multiple integrated features, including automatic dimming EC glass, electric power-folds, heated glass and integrated turn signals.

In addition to the development and production of traditional exterior rear view vision systems, SMR also develops, produces and integrates a wide variety of mirrors that include:



### **Interior Mirrors**



### **Blind spot detection systems**



### **Side turn indicator lamps**



### **Assist system signal lights**



### **Telescopic Trailer Tow Mirrors**

Innovation, the use of the latest technologies and a worldwide network of experts and production facilities ensure that SMR remains the leading supplier of exterior automotive mirrors in the world. SMR has a sustained focus on research and development and has over 600 patents.

SMR introduced the world's first exterior mirrors with integral turn signal lights, the first combined power telescopic and power folding mirror for light trucks and the only camera-based blind spot detection system in the market featuring leading edge image processing technology. SMR has also pioneered several other products, such as the first interior mirror with multiple functions, the first LIN-bus system in exterior mirrors, the



first LED light guide style turn signal, the first side-looker LED turn signal, the first lamps in exterior mirrors to project logos on the ground for European SUVs, and the first one-piece exterior mirror glass reflector with an integrated blind spot detection system for North-American SUVs.

SMR's strategy of focusing on vertical integration of selective high potential items, like glass and actuators gives cost advantages and a competitive edge to the business.

SMR has manufacturing facilities in the United Kingdom, USA, Mexico, Spain, France, Hungary, China, South Korea, Australia, Brazil and India.

With its strong position in both developed and emerging markets, SMR has a balanced presence to serve its customers globally.

### **Plastic Moulding**

The Samvardhana Motherson Group specializes in developing and manufacturing a wide range of plastic products and integrated modules for both vehicle exteriors as well as interiors. SMG is a global Tier I supplier to all the leading automobile OEMs for polymer components and modules.

**The Group is one of the largest manufacturers of IP modules, door trims and bumpers in Europe and is also one of the largest manufacturers of plastic components and modules in India.**

SMG's range of polymer products include plastic components and modules for vehicle interiors, such as cockpit modules, door trim modules, centre consoles and pillar trims, as well as vehicle exteriors, such as bumper modules and front end modules. This division also produces high precision components, aesthetic and assembled parts. The Group offers tailored solutions for manufacturing plastic parts as per the diverse requirements of the customers.

The Group manufactures resin moulded parts like interior trims, cowl grilles, engine covers etc. it also has special facilities for manufacturing thermo (vacuum) formed

polyethylene components and blow moulded components like wheel arch flares, inner fender liners, shrouds, consoles, under covers etc. SMG also specialises in thermoplastic compounding. The product range includes polymer compounding in polyolefin and styrene.

The Group produces products for multiple market segments, providing solutions such as cost optimized moulding technologies, high quality leather surfaces, real stitching in polymer surfaces, soft painted and metalised surfaces. SMG's expertise in multiple polymer processing technologies gives it the optimal foundation to develop numerous innovative solutions to substitute metal with lighter, cost effective and environment friendly polymer in the automotive industry.

Polymer processing operations of the Group cover a wide range of polymer processing technologies. It requires amalgamation of different technologies, which the Group provides through its various joint ventures and collaborations with global leaders in this field. The facilities include state-of-the-art moulding machines ranging from 5 tons to 4500 tons to manufacture high precision components and high aesthetic parts. The moulding operations are augmented by comprehensive post moulding processes, thus providing a single source solution to diverse polymer processing requirements of the customers. It enables the Group to provide Full System Solutions in the form of highly integrated modules.

#### **Moulding Technologies:**

- ) 2k and 4k moulding
- ) Plastic Injection Moulding
- ) Gas assisted Injection Moulding
- ) Low pressure Injection Moulding
- ) Insert Moulding
- ) In Mould Lamination
- ) Blow Moulding
- ) Slush Moulding

- ) Vacuum Forming

#### **Post Moulding Processes:**

- ) Ultrasonic Welding
- ) Vibration Welding
- ) Hot Foiling
- ) Printing
- ) Body Colour Matched Painting
- ) Fabric Upholstery
- ) Assembly
- ) Thermolaminating

Manufacturing facilities are spread across India, Czech Republic, UAE, South Africa, Brazil, China, Germany, Mexico, Portugal, Slovakia and Spain

#### **Tooling**

Mould design and manufacturing capabilities of the Group are a key to its ability to provide full systems solutions.

The tool rooms specialise in high precision multi- cavity injection moulding tools ranging from small and medium size to large size tools up to 3200 tons. Mould design and analysis on latest software supported by Rapid Prototyping, Touch Probe Scanning, Point Cloud Generation, 3D Surfacing and MoldFlow Analysis constitute a comprehensive design set up.

Tool manufacturing is done on state-of-the-art CNC machines. In-house proving & tryout facilities on injection moulding machines are in tandem with tool manufacturing facilities.

The Group provides complete solutions right from concept design to complete manufacturing of precision tools. The complete range of services from tool design to tool

manufacturing and injection moulding under one roof makes the Group a total tooling solutions provider.

The product range consists of medium to large sized moulds developed for automobile industry like moulds for interior and exterior parts, pillar trims, door trims etc. Facilities are dedicated to manufacture plastic injection moulds, blow moulds and checking fixtures. The commercial tool rooms of SMG specialise in small to medium sized tools for a wide range of applications from high precision wiring harness components and complicated automobile parts to parts for white good , medical and electrical equipment industries.

### **Elastomer Processing**

Samvardhana Motherson Group provides a wide range of solutions in elastomer processing ranging from rubber compounding to injection moulded rubber parts, bonded parts, moulded liquid silicon parts and extruded rubber components for a spectrum of industries.

The Group manufactures extruded rubber components and has inhouse rubber mixing facilities. It has a non tyre related rubber mixing plant in Australia having extensive technical capabilities in formulation and development of rubber compounds with over 1900 formulae to cover a wide range of applications.

### **Modules and Systems**

Combining synergies of its diversified product range and amalgamation of technologies, SMG provides an extensive range of higher level assemblies, modules and integrated systems for a range of application in automotive and other industries.

With the focused approach to provide integrated solutions to its customers, the Group manufactures a wide range of specialized modules and systems. Collaborating with various technology leaders, the group continuously introduces new technologies and solutions to serve customers in diverse industry segments.

Specialised ventures for systems and modules are in the areas of:

- ) HVAC Systems / Vehicle Air Conditioning Systems
- ) Lighting Systems, Air Intake Manifolds, Pedal Assemblies & Shock Absorbers
- ) Cabins for Off-highway Vehicles
- ) Waste Recycling Systems

## **IT Services**

- ) Samvardhana Motherson Group provides end-to-end IT services and solutions to help clients leverage leading-edge technologies for business efficiency improvement. MothersonSumi INFotech & Designs Ltd (MIND) is the IT services company of the Group which was formed in collaboration with Sumitomo Wiring Systems (Japan), specialising in Software Development, Engineering & Design
- ) MIND uses its core expertise in technologies to provide solutions to business challenges. Based on a match between the client's business needs and its core competencies, the company provides service excellence to its clients.

To help businesses compete and sustain cost pressures, MIND has developed optimized supply chain integrated solutions that directly contribute to improving the bottom-line by providing reliability, responsiveness and agility within an organization.

## **Engineering & Design**

Design capability is one of the core strengths of the Group. A strong manufacturing background enables the Group to offer practical solutions designed for manufacturability.

The Group has main design centres in India and Australia. These centres are equipped with state-of-the-art CAD/CAM/CAE software.

Design capabilities of the Group encompass all the related manufacturing areas - wiring harnesses, connectors, terminals, moulded plastic components, injection moulding tools, rear vision systems and complete module designing.

The Group provides design solutions for the automotive, consumer durable, electrical, electronic and the office automation industries.

MIND has a specialized Engineering & design division that offers an extensive range of services.

### **Metal Working**

SMG has expertise in providing complete solutions in metal working right from manufacturing and marketing a wide range of standard and customised cutting tools to machining of high precision metal components. The Group also provides advanced thin film coating services.

By acquiring technologies from global technology leaders and coupling them with in-house design and development expertise, SMG is capable of providing highly customised cutting solutions. By expanding its range in the metal machining services, SMG has become an integrated solution provider in metal cutting.

SMG undertakes metal working and the manufacture of various forms of cutting tools, including Cubic Boron Nitride (CNC) and Polycrystalline Diamond (PD) cutting tools and drills, high precision machined metal components and assemblies, heat-sinks and sub-assemblies, bimetal band saw blades, manufacturing and re-sharpening of broaches, manufacturing and regrinding of forming racks, high speed steel gear cutting tools and advanced thin film coating services.

### **Manufacturing Support**

SMG manufactures several products that support manufacturing functions in the automotive and other industries. These include products such as air compressors, paint coating equipment, spray guns, paint pumps and accessories and auxiliary equipment for injection moulding machines. The Group also provides automotive manufacturing engineering services.

## **CHAPTER NO. 5**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **Research Design:**

Research design means adopting that type technique of research which is most suited for the research and study of the problem. For the study and the research of the problem proper material has to be selected and collected for the investigation.

“A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.”

**Jahoda, deutish. Cook**

In order to know about effectiveness of Future strategy Growth in Samvardhana Motherson Group. It was necessary to interact with the Marketing Managers and Strategy Planners of the company. A questionnaire had to be designed to collect valuable information from the different groups. The questionnaire which was designed suitably to meet the objective of research work.

#### **Nature of Research:**

In this project report I have undertaken quantitative type of study.

#### **Type of the questions:**

The questions in the questionnaire asked to the Marketing team and Strategy Planners of Samyardhana Motherson Group.

#### **Type of the Questionnaire:**

The questionnaire in this project report is straight forward and formalized.

#### **Sampling Size**

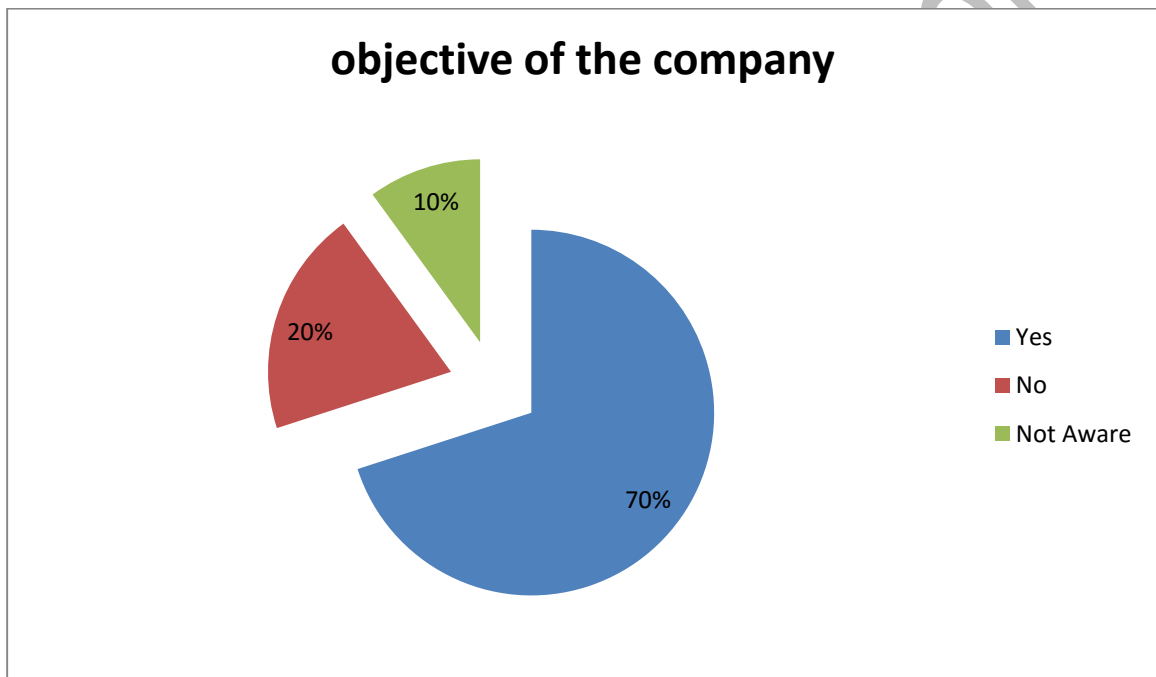
50 Employees of Samvardhana Motherson Group

## CHAPTER NO. 6

### DATA COLLECTION

) Is the objective of company is clearly defined?

Yes	35
No	10
Not Aware	5

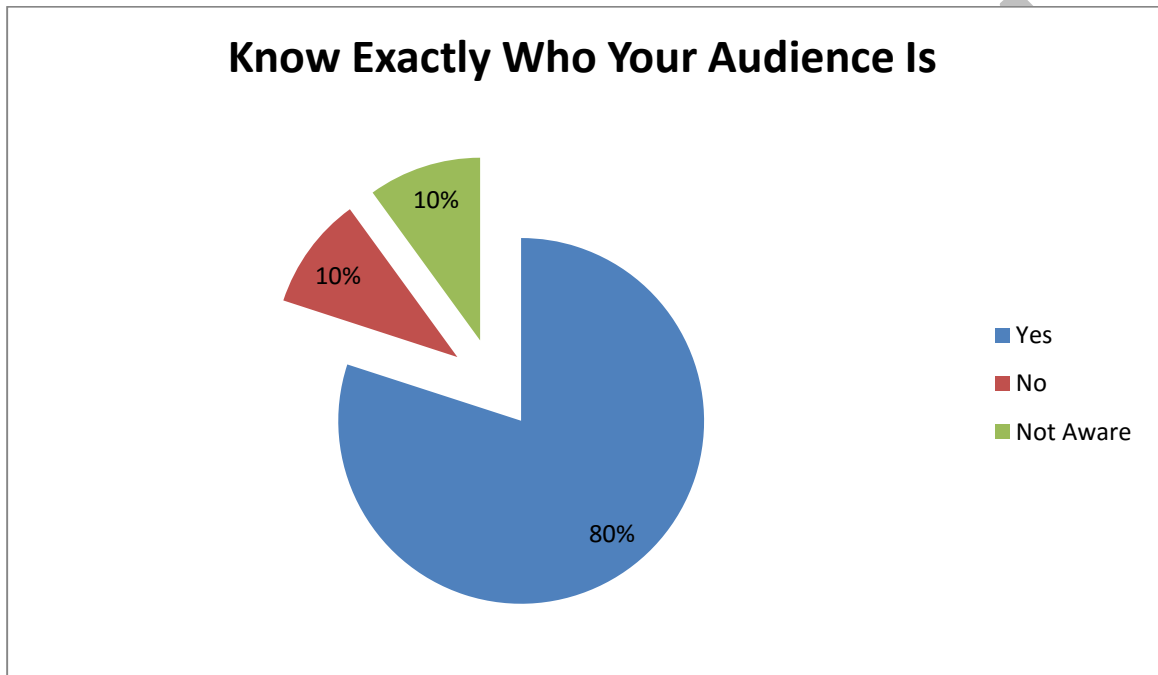


70% of employees agree that the objectives of the company towards future growth is clearly defined by the management but 20% of the employees are not agree with this and 10% employees are not aware about the objectives of the company.



) **Is the company Know Exactly Who Your Audience Is?**

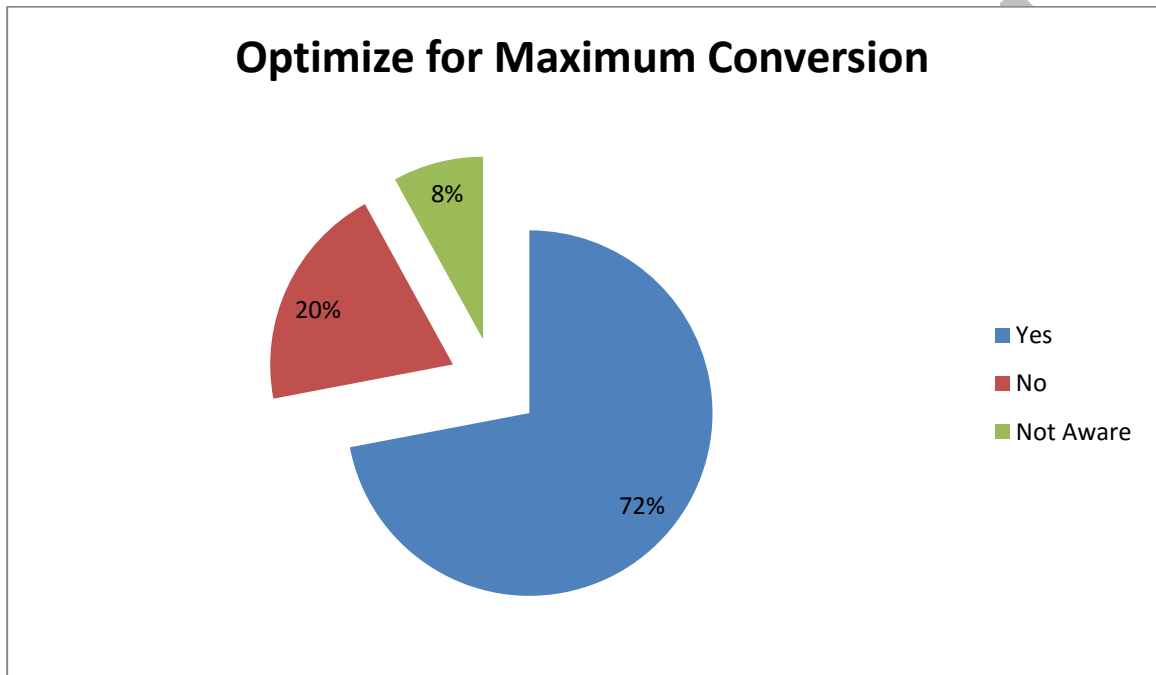
Yes	40
No	5
Not Aware	5



80% of employees agree that the company is aware about exactly who is the right buyer of their products in the market. But 10% employees are not agree with this and 10% are not aware about this.

) **Is company is Optimize for Maximum Conversion?**

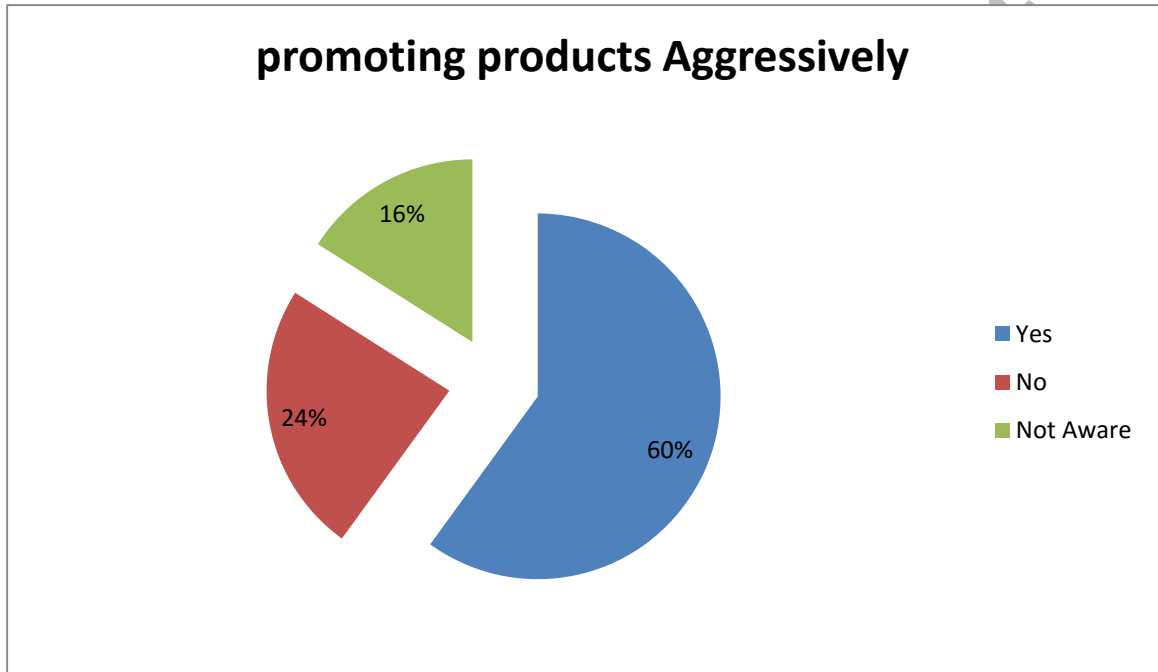
Yes	36
No	10
Not Aware	4



78% of employees agree that the company is optimising and modifying their terms and conditions towards customers needs and very aggressive to deliver their services on regular basis but 20% of employees are not agree with the above statement and 8% of the employees are not aware about that.

) Is the company is promoting their products aggressively?

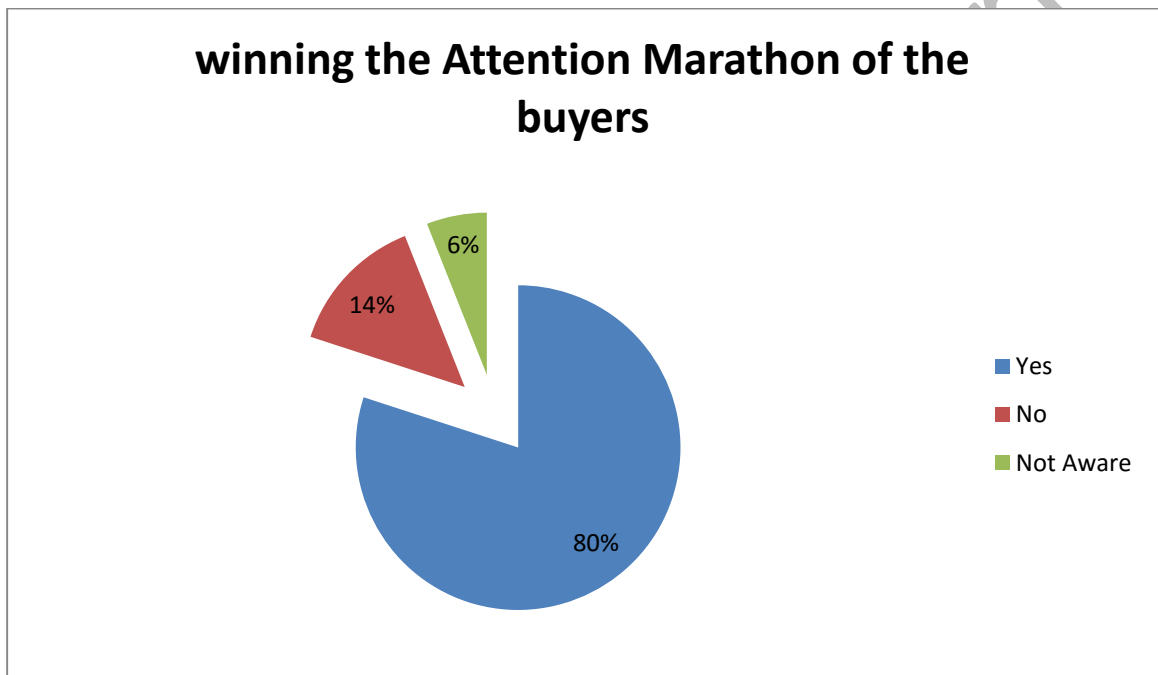
Yes	30
No	12
Not Aware	8



60% of employees agree that the company is promoting their products very aggressively and offering regular schemes. But 24% employees are not agreeing with this and 16% of the employees are not aware about the promotion activities.

) **Is company is winning the Attention Marathon of the buyers.**

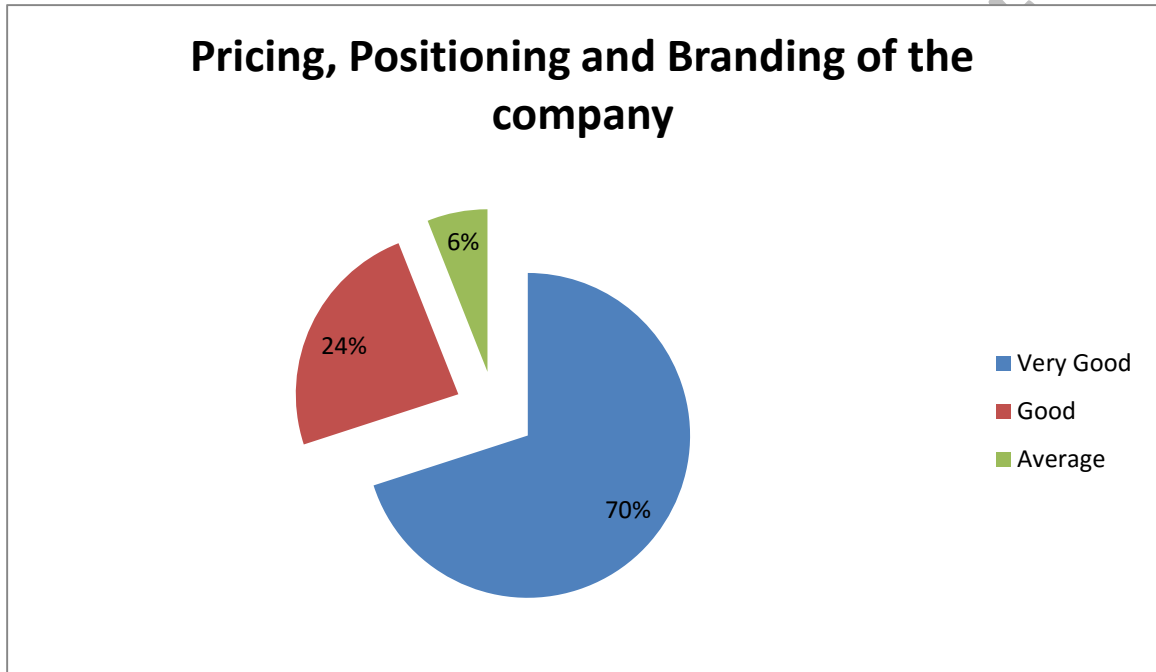
Yes	40
No	7
Not Aware	3



80% of employees agree that the company is successfully catch the attention marathon of the buyers but 14% employees are not agree with this and 6% of the employees are not aware about that.

) What do you think about the Pricing, Positioning and Branding of the company?

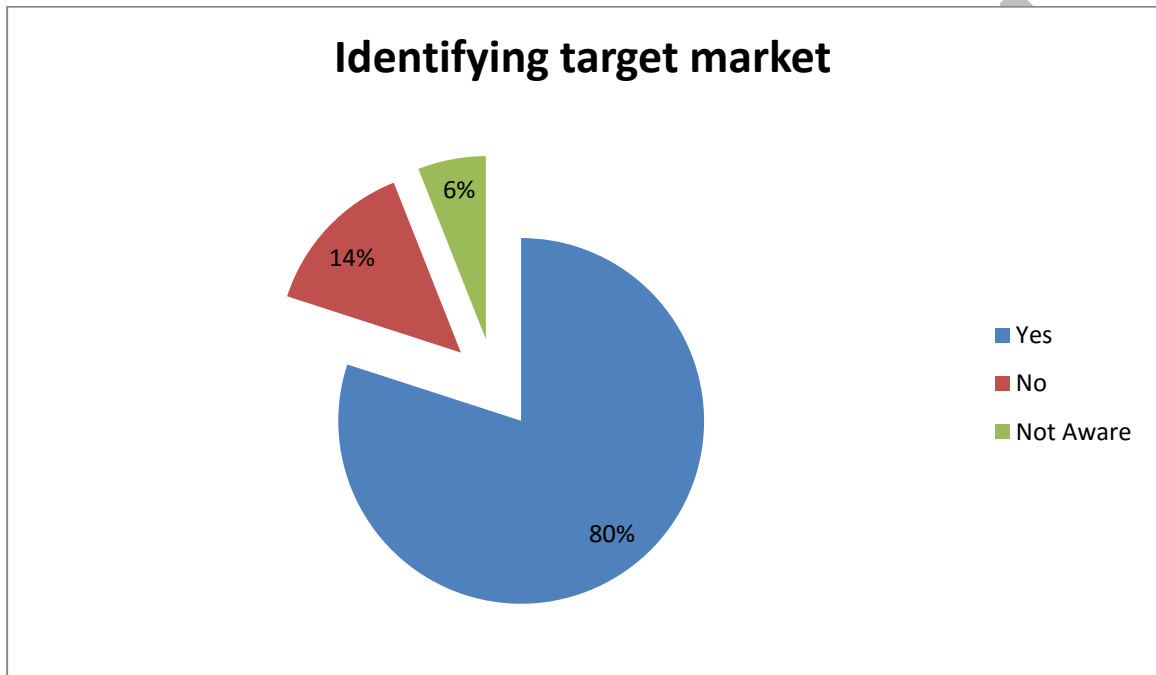
Very Good	35
Good	12
Average	3



70% of employees agree that the company is Pricing, Positioning and Branding of the company is very good. But 24% of employees think that the Pricing, Positioning and Branding of the company is good and 6% of employees think that the Pricing, Positioning and Branding of the company is average.

) Is the company is successfully Identifying target market?

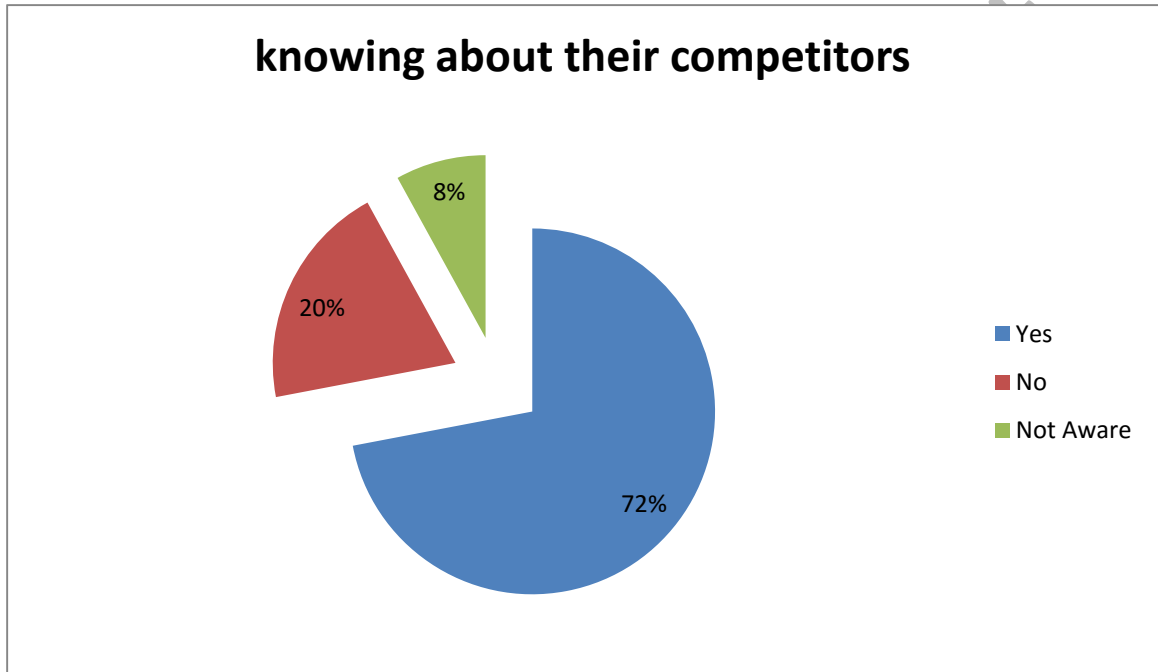
Yes	40
No	7
Not aware	3



80% of employees think that the company is successfully identified the target market according to their products but 14% of employees are not satisfied with the target market opted by the company and 6% of employees are not aware about that.

) **Is the company is knowing about their competitors?**

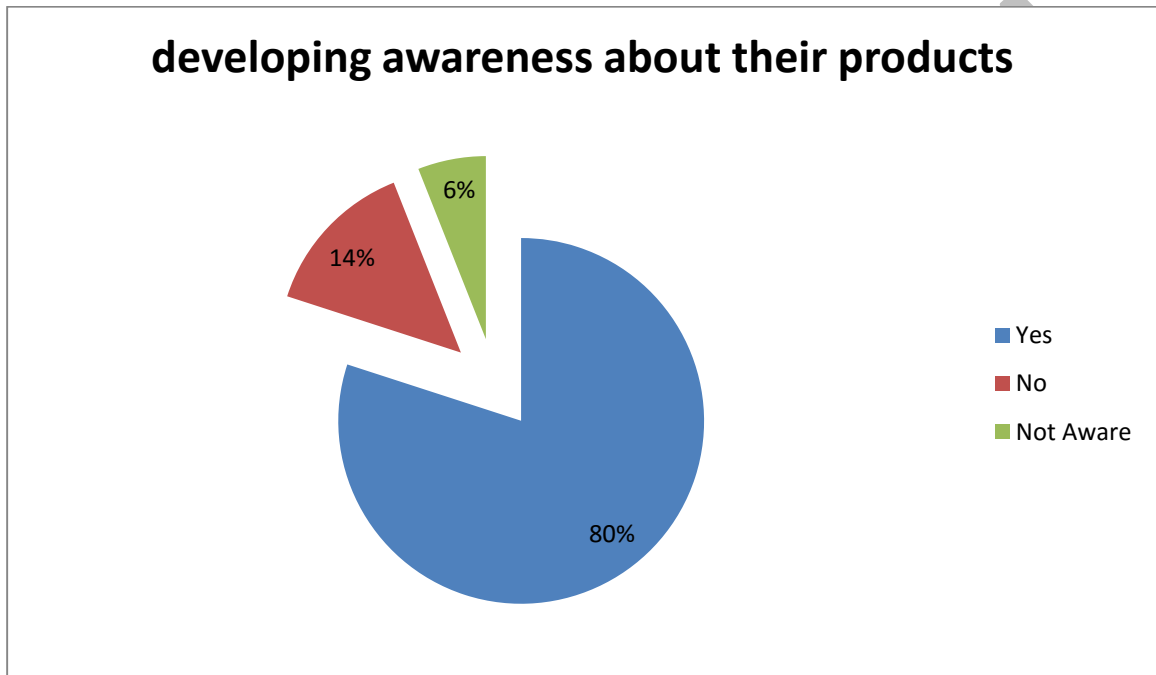
Yes	36
No	10
Not aware	4



72% of employees saying that the company is very well know about their competitors in the market but 20% employees are not agree with this and 8% employees are not aware about any competitors in the market.

) **Is the company developing awareness about their products in the market.**

Yes	40
No	7
Not aware	3

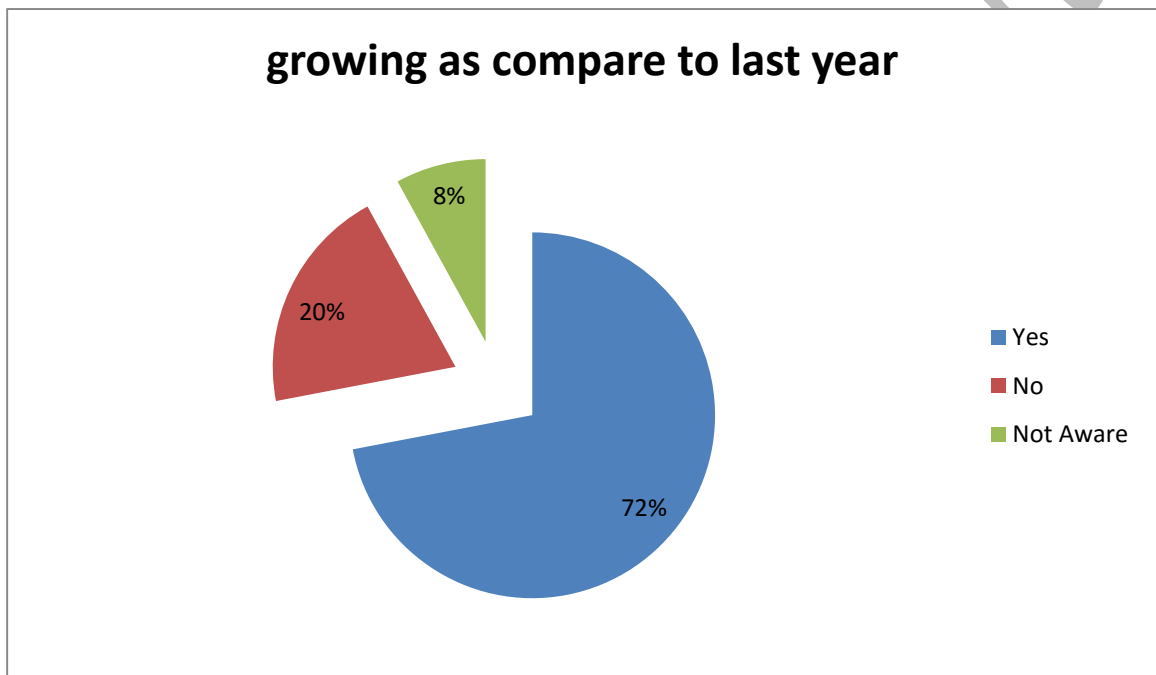


80% of employees are agree that the company is regularly developing the awareness about their products in the market but 14% people thinks that the company is not directly dealing with the end users so there is no need for the awareness and 6% of the employees are not aware about that.



) Is the company growing as compare to last year in terms of Manufacturing and Revenue.

Yes	36
No	10
Not aware	4



72% of employees are agree that the company is growing as compare to last year in terms of manufacturing and sales. But 20% of employees are not agreeing with this and 8% of employees are not aware about the last year manufacturing and sales.

## CHAPTER NO. 7

### FINDINGS

As per the above data analysis the findings are as below:-

- ) Objective of the company is very clear and most of the employees are agree with this.
- ) Samvardhana Motherson Group is exactly know their audience.
- ) Samvardhana Motherson Group is trying for the maximum conversions.
- ) Samvardhana Motherson Group is promoting their products very aggressively.
- ) Samvardhana Motherson Group is successful in winning the attention marathon of their buyers.
- ) Samvardhana Motherson Group is focusing regularly on the Pricing, Positioning and Branding of the company
- ) Samvardhana Motherson Group is successfully identifying the target marketing.
- ) Samvardhana Motherson Group is very well known about their competitors in the market.
- ) Samvardhana Motherson Group is successful in spreading awareness about their products in the market.
- ) Samvardhana Motherson Group's is growing as compare to last year in terms of manufacturing and revenue of the company.

## **CHAPTER NO. 8**

### **RECOMMENDATIONS**

Samvardhana Motherson Group is doing in growing way. I would like to recommend some points.

1. Company should launch employee incentive policy for the employees for the fast growing of the company.
2. Regular incentive policy should be launch by the company.
3. Service and delivery of the company is as per the SLA agreements.
4. Company should launch regular workshops of their buyers to vacillate extra benefits.

## QUESTIONNAIRE

**1. Is the objective of company is clearly defined?**

Yes

No

Not Aware

**2. Is the company Know Exactly Who Your Audience Is?**

Yes

No

Not Aware

**3. Is company is Optimize for Maximum Conversion?**

Yes

No

Not Aware

**4. Is the company is promoting their products aggressively?**

Yes

No

Not Aware

**5. Is company is winning the Attention Marathon of the buyers.**

Yes

No

Not Aware

**6. What do you think about the Pricing, Positioning and Branding of the company?**

Very Good

Good

Average

**7. Is the company is successfully Identifying target market?**

Yes

No

Not aware

**8. Is the company is knowing about their competitors?**

Yes

No

Not aware

**9. Is the company developing awareness about their products in the market?**

Yes

No

Not aware

**10. Is the company growing as compare to last year in terms of Manufacturing and Revenue?**

Yes

No

Not aware

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[https://en.wikipedia.org/wiki/Marketing\\_strategy](https://en.wikipedia.org/wiki/Marketing_strategy)

\*\*\*\*\*Thank you for your valuable support\*\*\*\*\*