

Project Report
Comparative Analysis of Marketing Strategies
Toyota & Honda Motors in Pakistan



Muhammad Adeel Khalid 03-122132-003

Furwa Mehddi 03-122132-002

Submitted to Maham Rehmanis

Submission Date 3rd October, 2015

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Abstract

The significance of the project is revolving around the marketing strategies of automobile companies Honda and Toyota working all around the global. The main aim of the project is to analyze marketing strategies of these two companies focusing only on their automobile new and old brands; create customer brand awareness, and brand pricing influences the consumer buying decisions. The marketing department of automobile companies also uses social media network, process of marketing to advertise their brands in the market for attracting customers.

Project contribution is revolving around the various marketing strategies of Toyota motors and Honda motors working in Pakistan. It is analyzed that the marketing strategies, target audience, create customer brand awareness and brand pricing influences the consumer buying decisions. It has being analyzed that the increased trends of the Honda in comparison to the Toyota Company are due to the aspect of the effective marketing strategies. The top management of Toyota Company and Honda emphasizes on the process of marketing for their automobile brand activation, pricing, placement and promotions products benefits, customer past experience and handle the abnormal operating conditions as well.