

Relaunching of Cuore by Indus Motors in Pakistan



By

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CLIENT LETTER

Dear M.Mansoor khan

I have reviewed your request to conduct a research project involving the TOYOTA with the methodology, such as survey, interview process, internal data that will be used. I feel that this project will be beneficial to TOYOTA. You have my permission to conduct a project on Toyota, (DiahatsuCuore).

The following stipulations should be observed:

- Would Marketing campaigns be helpful in launch of New Coure.
- Effects of Japanese Imports
- Effects of Competitor prices e.g. Mahran
- The company name should be disguised in the project.

If you have any questions regarding this letter of approval, please contact me.

Sincerely,

Name: Ali Kamali

Designation: Regional Marketing Manager (Toyota)

Name of Project Organization: Toyota

ACKNOWLEDGEMENTS

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project. I am thankful for their aspiring guidance, invaluable constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

I express my warm thanks to Mr/Sir ShahidHaq in this entire project and for their support and guidance at Toyota.

I would also like to thank my project external guide Mr/Sir QaziASubhan from Bahria University and Ms/Sir KashirAsghar and all the people who provided me with the facilities being required and conducive conditions for my MBA project.

ABSTRACT

Toyota, one of the best automobile manufacturers in Pakistan having different bestselling automobiles and priced them according to different market segment to meet the needs of the customer. In order to cater down the lower segment of market Toyota was dealing with Coure, its sub brand, to meet the needs of the customer from lower middle class till year 2012 and decided to shut down the entire project. As Coure shuts down the market started pulling towards competitors and other imports from Japan. From the year 2012 - 2014 Suzuki availed this opportunity and has sold 62,763 units of Mehran and 74,517 units imported from Japan which means and indicates a clear sign that Toyota still have an opportunity to cater this segment of market with the same car named as Coure with different other features to grab the position in the market to gain new profits and market share that is only 20% and Suzuki has 50% of the entire market share. To develop such a new product/car markets surveys related to resale, new car sales, availability of spare parts and authentic data will be required in order to relaunch such car in the same market where competitors have strong hold and market share as well.

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