

"Assessing the Market potential for Chinese automobiles through consumer response and developing a marketing strategy for enhancing its market share in Pakistan automobile sector."



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MBA

Supervisor:
Junaid Tariq

Department of Management Sciences

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ABSTRACT

"Assessing the Market potential for Chinese automobiles through consumer response and developing a marketing strategy for enhancing its market share in Pakistan automobile sector" is the research topic for the final year project. The purpose for conducting this research project is to know the level of awareness among the masses living in Pakistan about the China Automobiles in local market. To get consumer insight and preferences consumers have in mind about cars they have or they want to purchase. Importance of this research is to find out the gap between the consumer perception and message delivered by marketing campaigns of Chinese brands of cars in local market of Pakistan. This will help to break the monopoly of already existing brands of cars. There is a large market for Chinese Automobiles in Pakistan as cars imported from China are cheaper in prices as compare to other brands of automobiles already available in Pakistan, there is potential to tap large market of middle class and lower class people of Pakistan who cannot afford expensive brands. Total sample size of 150 people was taken from different fields of life. In this research findings, conclusions and recommendations are based on data extracted from research works, via conducting interviews and with help of some questionnaire. On the basis of facts a marketing strategy is formulated in order to enhance its market share of Chinese automobile in Pakistan.

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DEDICATION

"Dedicated to our beloved parents, siblings and to all those,
whose prayers always pave the way to success for us".

Sr. #	Particulars	Page No.
I	Chapter # 1 <ul style="list-style-type: none">• Introduction	1-14
II	Chapter # 2 <ul style="list-style-type: none">• Contemporary Research (Literature Review)	15-39
III	Chapter # 3 <ul style="list-style-type: none">• Detailed Research Findings	40-63
IV	Chapter # 4 <ul style="list-style-type: none">• Conclusion	64-68
V	Chapter # 5 <ul style="list-style-type: none">• Recommendations	69-76
VI	Annexure 1 <ul style="list-style-type: none">• Questionnaire	77-83
VII	References	84-88