

Course Project: Maruti Udyog Limited



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International Business
Process of strategy work

Assessment: _____ Date _____

_____ Grade _____

_____ Teacher's Signature _____

vehicles by the end of May 2005. It is considered the market leader both in terms of volume of vehicles sold and revenue earned.

In 2016, Maruti is playing a leading role in the development of vehicles for the domestic market. In this decade, Maruti has been shown interest to create and innovate cars with low cost expenses.

Maruti company is focused now more in the niche markets where they can find something that none of the companies had done before; So, they can create something new and from that market in next levels.

Even though, the competition is high in their domestic market they still aim to increase the percentage of productivity, built new networks within Europe and other continents in order to increase the image of the brand worldwide.

Core competency alludes to an association's competitive advantage and wide market nearness that is extreme for contenders to duplicate. Competitive advantage is putting forth more esteem to clients than what the competition offers. For instance, Maruti Suzuki has achieved core competency in client benefit inside the Indian autos industry. In spite of the nearness of a few auto organizations in India both national and universal, none have touched Maruti Suzuki's guidelines of client administration.

3.3 Environmental Analysis

In the figure below are shown the strengths, weaknesses, opportunities and threats of Maruti Ltd. in different point of views and from different perspective that the company expresses.

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