

Jaguar

Parent Company

Tata Motors

Category

Premium Luxury Cars

Sector

Automobiles

Tagline/ Slogan

Born to perform; Unleash a Jaguar; Don't dream it. Drive it; Jaguar-The art of performance; Grace. Spa

USP

Jaguar is a premium luxury car with sport features and high performance

STP

Segment

Ultra premium luxury automobile segment

Target Group

Rich businessmen and Royal families

Positioning

Jaguar is car full of performance, grace and luxury

Product Portfolio

Brands

1. Jaguar XJ

2. Jaguar XF

3. Jaguar XK

SWOT Analysis

Strengths

1. Jaguar offers a high product Quality, rich culture identity and strong global brand value

2. Popular brand image as a powerful luxury brand

3. Upgraded distribution channels specially in the emerging economies

4. Jaguar has a good, crisp quality advertising

5. Increase in Research and development spending

6. Improvement in global sales of Jaguar after Tata Motors acquisition

Weaknesses

1. Limited product range of Jaguar as compared to a few other competitors

2. After acquisition by Tata, cost cutting lead to labor union issues

Opportunities

1. Emerging economies like India, China, Russia apart from USA and Europe

2. Hybrid models of luxury cars is an untapped market

3. Jaguar can explore more options in the SUV segment

Threats

1. Strong competition for Jaguar from other international luxury automobile brands

2. Dependence on government policies and rising fuel prices

3. Financial instability causes steep downfall in premium car segment

Competition

Competitors

1. BMW

2. Audi

3. Mercedes Benz

4. Ferrari

5. Porsche

6. Aston Martin

7. Bentley

8. Lamborghini

9. Lexus

10. Maserati

