

Suzuki Motors

Parent Company

Suzuki Motor Corporation

Category

Motorcycles, Scooters

Sector

Two-wheeler

Tagline/ Slogan

Way of Life

USP

Suzuki is Japan's 4th largest automobile manufacturer

STP

Segment

Middle-class people who want a bike that is stylish and gives a good mileage

Target Group

Middle class youth from the age bracket of 25-35

Positioning

Powerful sports bikes for high speed and performance

Product Portfolio

Brands

1. Suzuki Boulevard

2. Suzuki Hayabusa

SWOT Analysis

Strengths

1. Size and scale of parent company

2. Effective Advertising Capability globally

3. High emphasis on R and D, especially in motorsport

4. Established market distribution channel and popular brand name

5. Suzuki Motors manufacturers automobiles, Engines, Motorcycles

ATVs, Outboard Motors

6. Has over 50,000 employees globally

Weaknesses

1. Yet to make a stronghold in the emerging markets like India

Opportunities

1. Two-wheeler segment is one of the most growing industries
2. Export of bikes is limited i.e. untapped international markets

Threats

1. Strong competition from Indian as well as international brands
2. Dependence on government policies and rising fuel prices
3. Better public transport will affect two-wheeler sales

Competition

Competitors

1. Yamaha

2. Harley Davidson

3. Honda

4. TVS Motors

5. Royal Enfield

6. Hero MotoCorp

7. Ducati

8. Bajaj Auto