

Yamaha

Parent Company

Yamaha Motor Company

Category

Motorcycles, Scooters

Sector

Two-wheeler

Tagline/ Slogan

Yes Yamaha; Touching your heart

USP

One of the most popular motorcycle brands in the world

**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**

A motorcycle which will be close to your heart

**Product Portfolio**

**Brands**

1. Yamaha Crux

2. Yamaha YBR

3. Yamaha FZ

4. Yamaha R1

5. Yamaha VMAX

## SWOT Analysis

### Strengths

1. Excellent branding, advertising and global distribution
2. Yamaha Motor Corporation has over 39,000 employees
3. One of the major brand in motorsport like MotoGP, World superbike etc.
4. Yamaha produces scooters from 50 to 500 cc, and a range of motorcycles from 50 to 1,900 cc, including
5. Extremely high Size and reach of company

### Weaknesses

1. Bikes like R15, R1 are quite expensive

**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. Suzuki

2. Harley Davidson

3. Bajaj Auto

4. Hero MotoCorp

5. TVS Motors

6. Royal Enfield

7. Ducati