<table>
<thead>
<tr>
<th><strong>Maruti Wagon R</strong></th>
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<tbody>
<tr>
<td><strong>Parent Company</strong></td>
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<tr>
<td><strong>Maruti Udyog Limited MUL</strong></td>
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<tr>
<td><strong>Category</strong></td>
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<tr>
<td>Hatchback</td>
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<td><strong>Sector</strong></td>
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<td>Automobiles</td>
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<tr>
<td><strong>Tagline/ Slogan</strong></td>
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<tr>
<td>For the smarter race</td>
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<tr>
<td><strong>USP</strong></td>
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Maruti Wagon R

Good safety features for a compact car suited for Indian roads

STP

Segment

People who prefer value for money cars

Target Group

Middle class and upper-middle class

Positioning

A compact car for the smart urban nuclear family

SWOT Analysis

Strengths
Maruti Wagon R

1. Maruti brand has been in Indian market leader since a long time

2. Good advertising and high brand visibility

3. Available in various color variants with low maintenance and high mileage

Weaknesses

1. Stagnated market share due to international brands
2. No exclusive product offering to attract the customer

Opportunities

1. Fast growing automobile market
2. Increasing purchasing power parity

Threats

1. Intense competition
2. Government regulations and increasing fuel prices
3. Improvement in public transport

**Competition**

**Competitors**

1. Hyundai i20
2. Maruti Swift
3. Chevrolet Beat
4. Ford Figo
5. Hyundai i10
6. Nissan Micra
7. Maruti Alto
8. Maruti 800