Maruti Wagon R

Parent Company

Maruti Udyog Limited MUL

Category

Hatchback

Sector

Automobiles

Tagline/ Slogan

For the smarter race

USP
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
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