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