Maruti Wagon R

Parent Company

Maruti Udyog Limited MUL

Category

Hatchback

Sector

Automobiles

Tagline/ Slogan

For the smarter race

USP
<table>
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<tr>
<th>Maruti Wagon R</th>
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<tbody>
<tr>
<td><strong>STP</strong></td>
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<tr>
<td><strong>Segment</strong></td>
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<tr>
<td>People who prefer value for money cars</td>
</tr>
<tr>
<td><strong>Target Group</strong></td>
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<tr>
<td>Middle class and upper-middle class</td>
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<tr>
<td><strong>Positioning</strong></td>
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<tr>
<td>A compact car for the smart urban nuclear family</td>
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<td><strong>SWOT Analysis</strong></td>
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<td><strong>Strengths</strong></td>
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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