

A

PROJECT REPORT ON

“General training”

UNDERTAKEN AT

**AUTO POINT CAR DIVISION
(SURAT)**



**BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A)
Semester – 4**

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**AMBABA COMMERCE COLLEGE &
MANIBA INSTITUTE OF BUSINESS
MANAGEMENT**

SABARGAM (APRIL & MAY, 2009)

COLLEGE CERTIFICATE

This is to certify that the project entitled 'AUTO POINT CAR DIVISION' Submitted in partial fulfillment of the requirement of VEER NARMAD SOUTH GUJARAJ UNIVERSITY, SURAT in record of bonofide study work carried out by BHAVESH PATEL under my supervision.

The project or any part of it has not been previously submitted for any degree.

I/c Principal
Dr. Yogesh N Vansiya
Ambaba Commerce College & MIBM,
Sabargam

Date:

Place: Sabargam.



CERTIFICATE

This is to certify that Mr. Bhavesh Patel has successfully completed his industrial training at Auto Point Car Division from date 20/04/2009 to 20/06/2009. Industrial training as a part of theoretical & practical industrial training in Auto Point Car Division at Surat, a project report is being prepared & submitted by Mr. Bhavesh Patel to Auto Point Car Division.

During his training session, we found him sincere & hard working. We wish him good luck for future education.

For Auto Point Car Division


Authorised Signatory



DECLARATION

I declare that the project entitled 'AUTO POINT CAR DIVISION' Submitted in partial fulfillment of the requirement of VEER NARMAD SOUTH GUJARAJ UNIVERSITY, SURAT in record of benefice study work carried out at Ambaba Commerce College & Maniba Institute of Business Management, Sabargam.

The project or any part of it has not been previously submitted for any degree.

Signature of Student
Bhavesh Patel

Date:
Place: Sabargam

ACKNOWLEDGMENT

The main purpose of practical training is to make aware with practical word. As a past of practical training.

The assiduous help presumed by Principle **Dr.Yogesh N Vansiya** & campus Director **Dr.J.G.Parmar** lecturer **Mr.Aatish Patel** my Project guide was the inevitable part of the successful consummation of my project. I sincerely thank him for his guidance and helpfulness through the hard and easy timing during the preparation of the seminar

I have visited “AUTO POINT CAR DIVISION” I would first of all thank full our principal MR.TARUNBHAI and our institute of business management for giving mean opportunity to look at the practical side of the business.

I am thankful to the management of the “AUTO POINT CAR DIVISION.” For giving me permission for industrial training of 8 weeks. I would like to think Mr. K.H.PATEL production engineer, Mr. BHARAT PATEL marketing manager, Mr.SATISH finance manager & H.R. manager for giving information about finance, production, H.R., marketing department. And also thankful to Mr.VISHAL who gave me the so many guidance for industrial training in the unit.

I am also thankful to my project in charge Mr. MILIND.PATEL for giving me guidelines in preparation of project.

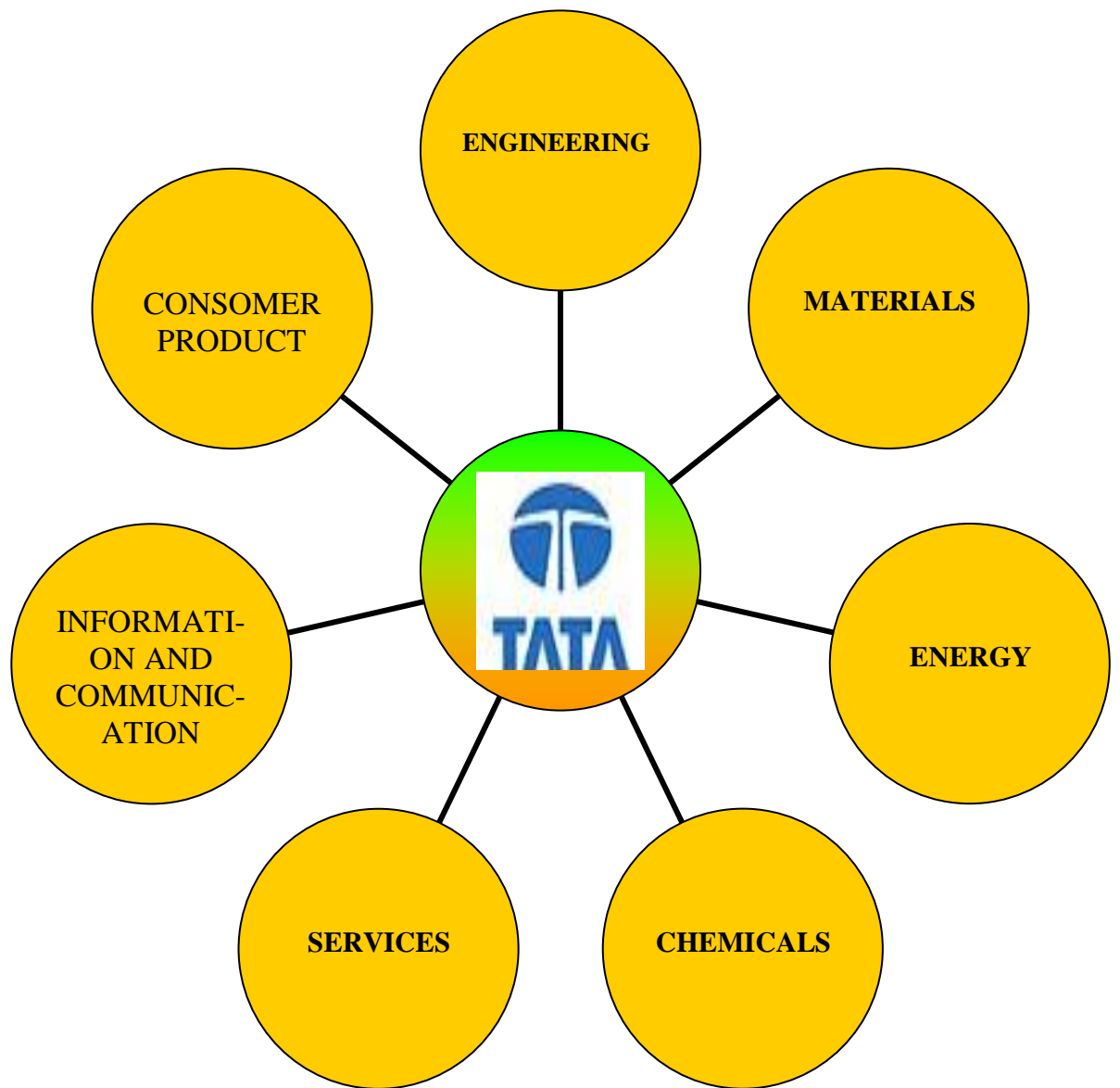
- BHAVESH PATEL
S.Y.B.B.A

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GENERAL INFORMATION

CORE BUSINESS OF TATA



HISTORY OF TATA



Jamsetji Tata

The founder of the Tata Group began with a textile mill in central India in the 1870s. His powerful vision inspired the steel and power industries in the country, set the foundation for technical education, and helped India leapfrog from backwardness to the ranks of industrialized. As much an institution as it is a business conglomerate, the Tata Group is unique in more ways than one. Established by Jamsetji Tata in the second half of the 19th century, the Group has grown into one of India's biggest and most respected business organisations, thanks in no small part to its entrepreneurial vision, its commitment to ideals that put people before profits, and its fortitude in the face of adversity.



Sir Dorabji Tata

Through his endeavours in setting up Tata Steel and Tata Power, this elder son of Jamsetji Tata was instrumental in transforming his father's grand vision into reality. It was also under his leadership that the Sir Dorabji Tata Trust, the premier charitable endowment of the Tatas, was created, propelling the Tata tradition of philanthropy.



Sir Ratan Tata

Jamsetji Tata's younger son had a personality that reflected his sensitivity to the struggles of ordinary people and his desire to utilise his considerable wealth to enhance the quality of public life. A philanthropist all his life, he created a trust fund for "the advancement of learning and for the

relief of human suffering and other works of public utility". The Sir Ratan Tata Trust is today the second largest of the Tata trusts.



JRD Tata

The late chairman of the Tata Group pioneered civil aviation on the subcontinent in 1932 by launching the airline now known as Air India. That was the first of many path-breaking achievements that JRD, who guided the destiny of the Group for more than half a century.



Naval Tata

Naval Tata's myriad contributions in the fields of business, sports administration and labour relations symbolised all that is best in the Tata spirit of giving back to society and the communities in which its enterprises grow.

DEVELOPEMENT



1868

Jamsetji Nusserwanji Tata starts a private trading firm, laying the foundation of the Tata Group.



1874

The Central India Spinning, Weaving and Manufacturing Company are set up, marking the Group's entry into textiles.



1903

The Indian Hotels Company is incorporated to set up the Taj Mahal Palace and Tower, India's first luxury hotel, which opened in 1903.



1907

The Tata Iron and Steel Company (now Tata Steel) is established to set up India's first iron and steel plant in Jamshedpur. The plant started production in 1912.



1910

The first of the three Tata Electric Companies, The Tata Hydro-Electric Power Supply Company, (now Tata Power) is set up.



1911

The Indian Institute of Science is established in Bangalore to serve as a centre for advanced learning.



1912

Tata Steel introduces eight-hour working days, well before such a implemented by law in much of the West.



1917

The Tatas enter the consumer goods industry, with the Tata Oil Mills Company being established to make soaps, detergents and cooking oils



1932

Tata Airlines, a division of Tata Sons, is established, opening up the aviation sector in India.



1939

Tata Chemicals, now the largest producer of soda ash in the country, is established.



1945

Tata Engineering and Locomotive Company (renamed Tata Motors in 2003) is established to manufacture locomotive and engineering products. Tata Industries is created for the promotion and development of hi-tech industries



1952

Jawaharlal Nehru, India's first Prime Minister, requests the Group to manufacture cosmetics in India, leading to the setting up of Lakme.



1954

India's major marketing, engineering and manufacturing organisation, Voltas is established.



1962

Tata Finlay (now Tata Tea), one of the largest tea producers, is established. Tata Exports is established. Today the company, renamed Tata International, is one of the leading export houses in India.



1968

Tata Consultancy Services (TCS), India's first software services company, is established as a division of Tata Sons.



1970

Tata McGraw-Hill Publishing Company is created to publish educational and technical books. Tata Economic Consultancy Services is set up to provide services in the field of industrial, marketing, statistical and techno-economic research and consultancy.



1984

Titan Industries – a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation (TIDCO) – is set up to manufacture watches.



1991

Tata Motors rolls out its millionth vehicle. (The two-million mark was reached in 1998 and the third million in 2003.)



1995

Tata Quality Management Services institutes the JRD QV Award, modelled on the Malcolm Baldrige National Quality Value Award of the United States, laying the foundation of the Tata Business Excellence Model.



1996

Tata Teleservices (TTSL) is established to spearhead the Group's foray into the telecom sector.



1998

Tata Indica – India's first indigenously designed and manufactured car – is launched by Tata Motors, spearheading the Group's entry into the passenger car.



1999

The new Tata Group corporate mark and logo are launched.



2000

Tata Tea acquires the Tetley Group, UK. This is the first major acquisition of an international brand by an Indian business group.



2001

Tata AIG – a joint venture between the Tata Group and American International Group Inc (AIG) – marks the Tata re-entry into insurance. (The Group's insurance company, New India Assurance, was nationalised in 1956). The Tata Group Executive Office (GEO) is set up to design and implement change in the Tata Group and to provide long-term direction



2002

The Tata Group acquires a controlling stake in VSNL*, India's leading international telecommunications service provider. Tata Consultancy Services (TCS) becomes the first Indian software company to cross one billion dollars in revenues.



2003

Tata Motors launches CityRover – Indicas fashioned for the European market. The first batch of CityRovers rolled out from the Tata Motors stable in Pune on September 16 2003.



2004

Tata Motors acquires the heavy vehicles unit of Daewoo Motors, South Korea TCS goes public in July 2004 in the largest private sector initial public offering (IPO) in the Indian market, raising nearly \$1.2 billion.



2005

Tata Steel acquires Singapore-based steel company NatSteel by subscribing to 100 per cent equity of its subsidiary, NatSteel Asia VSNL* acquired Tyco Global Network, making it one of the world's largest providers of submarine cable bandwidth Tata Sons completes 60 years of Tata operations in the US



2006

Tata Credit Card launched Foundation stone for the Tata Medical Centre unveiled in Kolkata TCS launches India's largest e-governance initiative, MCA-21 Tata Steel ranked world's best steel maker for the third time by World Steel Dynamics.



2007

Tata Refractories sets up Greenfield plant in China Tata Research Design and Development Centre celebrates silver jubilee Tata Steel acquires Corus TCS inaugurates TCS China — a joint venture with Chinese government and other partners Tata Motors is listed on the world's largest bourse, the New York Stock Exchange, the second Group company to do so after VSNL

Introduction of Tata Motors

Tata Motors Limited is India's largest automobile company, with revenues of Rs. 32,426 crores (USD 7.2 billion) in 2006-07. It is the leader by far in commercial vehicles in each segment, and the second largest in the passenger vehicles market with winning products in the compact, midsize car and utility vehicle segments. The company is the world's fifth largest medium and heavy commercial vehicle manufacturer, and the world's second largest medium and heavy bus manufacturer.

The company's 22,000 employees are guided by the vision to be "best in the manner in which we operate, best in the products we deliver, and best in our value system and ethics." Tata Motors helps its employees realise their potential through innovative HR practices. The company's goal is to empower and provide employees with dynamic career paths in congruence with corporate objectives. All-round potential development and performance improvement is ensured by regular in-house and external training. The company has won several awards recognising its training programmes.

Established in 1945, Tata Motors' presence indeed cuts across the length and breadth of India. Over 4 million Tata vehicles ply on Indian roads, since the first rolled out in 1954. The company's manufacturing base is spread across India - Jamshedpur (Jharkhand) in the east, Pune (Maharashtra) in the west, and in the north in Lucknow (Uttar Pradesh) and Pantnagar (Uttarakhand). A new plant is being set up in Singur (close to Kolkata in West Bengal) to manufacture the company's small car. The nation-wide dealership, sales, services and spare parts network comprises

over 2,000 touch points. The company also has a strong auto finance operation, TML Financial Services Limited, supporting customers to purchase Tata Motors vehicles.

Tata Motors, the first company from India's engineering sector to be listed in the New York Stock Exchange (September 2004), has also emerged as an international automobile company. In 2004, it acquired the Daewoo Commercial Vehicles Company, Korea's second largest truck maker. The rechristened Tata Daewoo Commercial Vehicles Company has launched several new products in the Korean market, while also exporting these products to several international markets. Today two-thirds of heavy commercial vehicle exports out of South Korea are from Tata Daewoo. In 2005, Tata Motors acquired a 21% stake in Hispano Carrocera, a reputed Spanish bus and coach manufacturer, with an option to acquire the remaining stake as well. Hispano's presence is being expanded in other markets. In 2006, it formed a joint venture with the Brazil-based Marcopolo, a global leader in body-building for buses and coaches to manufacture fully-built buses and coaches for India and select international markets. Tata Motors also entered into a joint venture in 2006 with Thonburi Automotive Assembly Plant Company of Thailand to manufacture and market the company's pickup vehicles in Thailand. In 2006, Tata Motors and Fiat Auto formed an industrial joint venture at Ranjangaon (near Pune in Maharashtra, India) to produce both Fiat and Tata cars and Fiat powertrains for the Indian and overseas markets; Tata Motors already distributes and markets Fiat branded cars in India. In 2007, Tata Motors and Fiat Auto entered into an agreement for a Tata license to build a pick-up vehicle bearing the Fiat nameplate at Fiat Group Automobiles' Plant at Córdoba, Argentina. The

pick-up will be sold in South and Central America and select European markets.

These linkages will further extend Tata Motors' international footprint, established through exports since 1961. While currently about 18% of its revenues are from international business, the company's objective is to expand its international business, both through organic and inorganic growth routes. The company's commercial and passenger vehicles are already being marketed in several countries in Europe, Africa, the Middle East, Australia, South East Asia and South Asia. It has assembly operations in Malaysia, Kenya, Bangladesh, Ukraine, Russia and Senegal.

The foundation of the company's growth is a deep understanding of economic stimuli and customer needs, and the ability to translate them into customer-desired offerings through leading edge R&D. The R&D establishment includes a team of 1400 scientists and engineers. The company's Engineering Research Centre was established in 1966, and has facilities in Pune, Jamshedpur and Lucknow. The ERC has enabled pioneering technologies and products. It was Tata Motors, which developed the first indigenously developed Light Commercial Vehicle, India's first Sports Utility Vehicle and, in 1998, the Tata Indica, India's first fully indigenous passenger car. Within two years of launch, Tata Indica became India's largest selling car in its segment. The ERC in Pune, among whose facilities are India's only certified crash-test facility and hemi-anechoic chamber for testing of noise and vibration, has received several awards from the Government of India. Some of the more prominent amongst them are the National Award for Research and Development Efforts in Industry in the

Mechanical Engineering Industries sector in 1999, the National Award for Successful Commercialisation of Indigenous Technology by an Industrial Concern in 2000, and the CSIR Diamond Jubilee Technology Award in 2004.

The company set up the Tata Motors European Technical Centre (TMETC) in 2005 in the UK. TMETC is engaged in design engineering and development of products, supporting Tata Motors' skill sets. Tata Daewoo Commercial Vehicle Company and Hispano Carrocera also have R&D establishments at Gunsan in South Korea and Zaragoza in Spain.

The pace of new product development has quickened through an organisation-wide structured New Product Introduction (NPI) process. The process with its formal structure for introducing new vehicles in the market, brings in greater discipline in project execution. The NPI process helped Tata Motors create a new segment, in 2005, by launching the Tata Ace, India's first indigenously developed mini-truck. The years to come will see the introduction of several other innovative vehicles, all rooted in emerging customer needs. Besides product development, R&D is also focussing on environment-friendly technologies in emissions and alternative fuels.

Through its subsidiaries, the company is engaged in engineering and automotive solutions, construction equipment manufacturing, automotive vehicle components manufacturing and supply chain activities, machine tools and factory automation solutions, high-precision tooling and plastic and electronic components for automotive and computer applications, and automotive retailing and service operations.

True to the tradition of the Tata Group, Tata Motors is committed in letter and spirit to Corporate Social Responsibility. It is a signatory to the United Nations Global Compact, and is engaged in community and social initiatives on labour and environment standards in compliance with the principles of the Global Compact. In accordance with this, it plays an active role in community development, serving rural communities adjacent to its manufacturing locations.

COMPANY PROFILE



Type	Public BSE: 500570 (NYSE: TTM)
Founded	1945
Founder(s)	JRD Tata
Headquarters	Mumbai, India
Key people	Ratan Tata, Chairman
Products	Automobiles and Engines
Revenue	▲ USD \$9.07 billion (2006)
Net income	▲ USD \$474.0 million (2006)
Parent	Tata Group
Subsidiaries	Jaguar Cars Land Rover Tata Daewoo Commercial Vehicle
Website	TataMotors.com

Profile of Auto Point car Division

PROFILE OF AUTO POINT CAR DIVISION	
Name of firm:	AUTO POINT CAR DIVISION
Situated at:	Puna Kumbhariya Road , surat
Year & date of Establishment:	02/11/1994
Authorized main dealer :	AUTO POINT CAR DIVISION FOR TATA CAR
No of Employee :	at sales department : 40 at services department 45
Product Profile:	Sales and service

PRODUCTION DEPARTMENT

INTRODUCTION

Production means creation of utility and the framework within which the creation of utility can occur is termed as production system at one end of system there are input and at the other hands output certain process of operation of activity called as production system differs from company to company or from plant in the some concern.

Production department is basic and one of the most important of any organization, because profit can be earned only when we have something sale out and it is possible only through the production goods and services.

PRODUCT LINE

INDICA XETA

One of the models of Indica Zeta is GLS.(petrol).



FEATURES:

- ▶ A/c
- ▶ Power steering
- ▶ One mirror
- ▶ Black Colour
- ▶ Door handle
- ▶ Colour

1. Red
2. Gray
3. Silver
4. White
5. Black

Price starts at (indicia xeta gls) Mrs. 3, 02,292.lacs*

INDICA VISTA

(Changes everything)

There are three models of indica vista

- I. Vista aura
- II. Vista aqua
- III. Vista terra

Latest technology petrol and diesel.



VISTA AURA

FEATURES:

- ▶ A/C
- ▶ Power steering
- ▶ 4 power window
- ▶ MP3 Music
- ▶ Central lock
- ▶ Body Colour mirror
- ▶ Door handle

- ▶ Price starts at (indica vista aura) rs.4, 81,222 lacs*

VISTA AQUA

FEATURES:

- ▶ A/C
- ▶ Power steering
- ▶ 2 power window
- ▶ Drudger glass
- ▶ Central lock
- ▶ Mirror/door handle

Price starts at (indica vista aqua) rs. 4, 51,672 lacs*

VISTA TERRA

FEATURES:

- ▶ A/C
- ▶ Power steering
- ▶ One side mirror
- ▶ Black Colour
- ▶ Mirrorb & Door handle
- ▶ Tubeless tyers
- ▶ 2+2 Years warranty

Price starts at (indica vista terra) rs. 4, 32,028 lacs*

INDIGO CS

The indigo is the perfect epitome of a sedan. It is all about luxury, space, comfort power and performance.



There are four models of INDIGO CS

Petrol

- ▶ gls
- ▶ glx

Diesel

- ▶ ls
- ▶ lx

GLS

FEATURES:

- ▶ A/C
- ▶ Power steering
- ▶ Black Colour mirror
- ▶ Black Colour door handle
- ▶ Tubeless tyers

Price starts at (indigo cs gls) rs.4, 71,975 lacs*

GLX

FEATURES:

- ▶ Central lock
- ▶ Body Colour
- ▶ Door handle
- ▶ 4 Door power handle
- ▶ Fog lamps
- ▶ Head lamp
- ▶ Power window

Price starts at (indigo cs glx) rs. 4, 13,580 lacs*

Available in different Colour (scarlet red, sparkling gold, mica gray , infinity black, mint white, arctic silver)

TATA SAFARI DICOR

Drive a whole new world of luxury, comfort, power and performance. Drive the TATA SAFARI and sumo Grande will unveil experiences you have always desired for. So, get set for a drive full of thrilling experiences.



There are four models of Tata safari.
(Fuel Diesel)

- I. LX
- II. EX
- III. GX
- IV. VX

LX

FEATURES:

- ▶ A/C
- ▶ Power window
- ▶ Rear wiper
- ▶ Gray colour bumper
- ▶ 4 power window
- ▶ Central locking
- ▶ Adjustable seat belts

Price starts at (Tata safari lx) rs. 7, 84,600 laces*

EX

FEATURES:

- ▶ A/C
- ▶ Power window
- ▶ Rear wiper
- ▶ Gray colour bumper
- ▶ 4 power window
- ▶ central locking
- ▶ Adjustable seat belts
- ▶ Central locking
- ▶ fabrics seat
- ▶ Mp3 music
- ▶ Four speaker

Price starts at (Tata safari ex) rs. 9, 19.604 lacs*

GX

FEATURES:

- ▶ A/C
- ▶ Power window
- ▶ Rear wiper
- ▶ Gray colour bumper
- ▶ 4 power window
- ▶ central locking
- ▶ Adjustable seat belts
- ▶ Central locking
- ▶ fabrics seat
- ▶ Mp3 music
- ▶ Four speaker
- ▶ Seat cover
- ▶ Remort lock

Price starts at (Tata safari gx) rs. 10, 09,549 lacs*

VX

FEATURES:

- ▶ A/C
- ▶ Power window
- ▶ Rear wiper
- ▶ Gray colour bumper
- ▶ 4 power window
- ▶ central locking
- ▶ Adjustable seat belts
- ▶ Central locking
- ▶ fabrics seat
- ▶ Mp3 music
- ▶ Four speaker
- ▶ Seat cover
- ▶ Remort lock
- ▶ Rear camera
- ▶ DVD player
- ▶ DVD screen

Price starts at (Tata safari vx) Rs. 10, 98,504 lacs*

SUMO GRANDE

(More than meets the eye)
(Fual Diesel)

The sumo grande offers the best of both the worlds – the Modern stylish looks and the comforts of a sedan and is here to redefine the lifestyle of both business travel and weekend get a ways.



FEATURES:

- ▶ Modern stylish looks
- ▶ 2.2 liter dicor engine
- ▶ Music system
- ▶ Fog lamps
- ▶ Power window
- ▶ Central locking
- ▶ Rear wiper
- ▶ Theatre style
- ▶ great mileage
- ▶ Tubeless tyres

Available In Different Colours (Arctic silver, Quartz black, Marine blue, Mineral red, Sunset orange, Zephyr green)

Price starts at (sumo grande lx) rs. 6.90 lacs*

TATA NANO

The Tata Nano, dubbed the people's car, is the least expensive production car in the world. It is a city car launched by India's Tata Motors at the 9th annual Auto Expo on January 10, 2008 at Pragati Maidan, New Delhi, India. The standard version of the Nano (without air conditioning, radio or power steering) will cost Rs 100,000 (not including levies such as VAT/LT, transport and delivery charges). The choice of price has led to the Nano being called the "one lakh car".



MARKETING DEPARTMENT

Definition:

Marketing is the process of interesting potential customers and clients in your products and/or services.

The key word in this marketing definition is "process"; marketing involves researching, promoting, selling, and distributing your products or services.

It's a huge topic, which is why there are tomes written on marketing, and why you can take a four-year marketing degree. But essentially marketing involves everything you do to get your potential customers and your product or service together.

When you're putting together a marketing program for your business, concentrate on the marketing basics, the four key components of any marketing plan:

- ▶ **products and services**
- ▶ **promotion**
- ▶ **distribution**
- ▶ **Pricing.**

The name of the game in marketing is attracting and retaining a growing base of satisfied customers. Creating and implementing a marketing plan will keep your marketing efforts focused and increase your marketing success.

Structure of marketing department



The entire marketing department is handling by marketing manager Mr.Tanna who is engaged in this unit. The following are the authority and responsibility.

Function of marketing department

Basis function

- Buying
- Selling

Necessary function

- ▶ Promotion
- ▶ Pricing
- ▶ Risk taking
- ▶ Packing
- ▶ Labeling

Facilitating function

- ▶ Transportation
- ▶ Warehousing
- ▶ Financing
- ▶ Standardization
- ▶ Grading
- ▶ Branding
- ▶ Physical
- ▶ Distribution
- ▶ Viachannelss Of distribution

Modern function

- ▶ Marketing
- ▶ Research
- ▶ Production
- ▶ Planning and develop

Marketing:

Marketing is an organizational function and a set of process for creating, communication and delivering value to customers and for managing customer relationship in ways that benefits the organization.

Research:

Research is the process of identifying and searching the need and the wants of customer and satisfies their need by giving product. And also identify the demand in the market.

Production:

Production department is basic and one of the most important of any organization, because profit can be earned only when we have something sale out and it is possible only through the production goods and services. It includes input Row material processing them and gets the output for selling.

Planning and develop:

Planning is the process of forecasting the future demand in advance, and develops the product by knowing future demand.

Function of Marketing channel

- ▶ Research
- ▶ Promotion
- ▶ Contact
- ▶ Matching
- ▶ Negotiating
- ▶ Physical
- ▶ Financing
- ▶ Risk taking

Advertising Medias

- ▶ **Banners**
- ▶ **TV**
- ▶ **Demo**
- ▶ **Events**
- ▶ **Internet**

Dealership Organization structure

Director

G.M

Sales Head

Customer Relationship

Receptionist
Telemarketing Officer
CRO

Retail sales

Showroom Counter Sales
Retail Finance
Retail sales
Accessory Sales

Bulk Sales

Taxi Sales
Corporate Sales
Govt. Sales

Sales Administration

Account/Finance Head

Account Officer
Sales Finance
Billing invoicing

Service head

Service Teams
Part team

Management

Board of Directors	
+	Mr. Ratan N Tata (Chairman)
+	Mr. N A Soonawala
+	Dr. J J Irani
+	Mr. R Gopalakrishnan
+	Mr. Nusli N Wadia
+	Mr. S M Palia
+	Dr. R A Mashelkar
+	Mr. Nasser Munjee
+	Mr. Subodh Bhargava
+	Mr. V K Jairath
+	Mr. Ravi Kant
+	Mr. P M Telang

Senior Management

Senior Management		
+	Mr. P M Telang	Managing Director - India Operations
+	Mr. Rajiv Dube	President (Passenger Cars)
+	Mr. C Ramakrishnan	Chief Financial Officer
+	Mr. S N Ambardekar	Plant Head (CVBU, Pune)
+	Mr. S B Borwankar	Head (Jamshedpur - Plant)
+	Mr. A M Mankad	Head (Car Plant)
+	Mr. R Pisharody	President (Commercial Vehicle Business Unit)
+	Mr. U K Mishra	Vice President (ADD and Materials-CVBU)
+	Mr. S Krishnan	Vice President (Commercial - PCBU)
+	Mr. P Y Gurav	Vice President (Corp. Finance - A/c and Taxation)
+	Mr. S J Tambe	Vice President (Human Resources)
+	Mr. Nagesh Pinge	Chief Internal Auditor
+	Mr. Rajesh Bagga	Vice President (Legal)

Tata Motors Gear Up For Integrated Marketing Strategy

Competition is hotting up in the sports utility vehicle segment (SUV) in India once again. Even as Mahindra & Mahindra Ltd is in the process of rolling out an integrated marketing plan to announce the relaunch of Scorpio, Tata Motors is drawing up an aggressive marketing strategy to popularise its recently-launched petrol variant of Tata Safari.

For starters, Mahindra & Mahindra Ltd has launched a multi-media ad campaign to promote the new avatar of Scorpio. Created by Interface Communications, the mass media campaign includes a series of press advertisements and a television commercial.

As for the rationale behind the relaunch of Scorpio, says Mahindra & Mahindra Ltd executive vice-president (marketing & sales) Rajesh Jejurikar: “After conducting an extensive market research (with AC Nielson), we upgraded our existing model with new features. However, the positioning of the brand will remain the same so the adline will continue to be the same— ‘Nothing Else Will Do.’”

The company plans to focus on press ads to highlight the new features and improved fuel efficiency of the upgraded version of Scorpio. “To support mass media advertising, we’ll be hosting roadshows and ground

promos. Till now we have sold over 20,000 Scorpios since we launched this brand. With this improved version, we will phase out the old brand,” he adds.

In addition, Mahindra & Mahindra has recently launched a nationwide talent search programme titled ‘Scorpio Speedster With Timex’ in 10 cities across the country. Through this initiative, the company plans to strengthen Scorpio’s brand positioning of being a youthful and sporty SUV, says Mr Jejurikar.

Tata Motors is gearing up to launch a new multi-media ad campaign to announce the new variant of Tata Safari, the petrol version. On Tata Motors new marketing strategy, says Ogilvy & Mather India clients service director Sharmila Malekar: “To announce the launch of Tata Safari (petrol variant), we will be launching a multi-media ad campaign within a month. The new campaign will include, press ads, TVCs and radio advertising. There will be a new adline too.”

At present, the baseline for Tata Safari is ‘Make Your Own Roads’. In addition to mass media advertising, the agency will continue to focus on its CRM initiatives such as the Tata Safari Explorer Club to promote the new avatar of Tata Safari.

In the Indian automobile industry, SUVs today account for only 15 per cent of the total market unlike western countries where it is almost 80 per cent.

Tata Motors sales figures for February 2009

Tata Motors sales figures grew by 1.5% this February as 19,039 units of its passenger cars were sold in the domestic market. Tata Motors exports reduced by 68% compared to last February.

SWOT ANALYSIS

SWOT ANALYSIS

Strength:-

1. The main strength of auto point car division is the name of TATA MOTORS.
2. The decision is taken by the head of the department hence quick decision making is possible.
3. Its product is able to all natural resistance so management department have power to promise customer about its product.
4. The staff members of the company are well experienced and trained enough.

Weakness:-

1. The growth and performance of auto point has been increasing years by year since 1994 and also the working of the company is better. So there is no any weakness of AUTO POINT CAR DIVISION.
2. The communication with other co-workers is not good.

Opportunity:-

1. The launching of new car “NANO” can affects the market.
2. The other opportunity to auto point is the demand of “INDICA VISTA”.

Threat:

1. If there will any union, it will cause problem for the Company

Conclusion

Conclusion

The AUTO POINT CAR DIVISION completing 15 years. During this period Auto Point achieve many progressive stages. Auto Point has a head office and other five branches. At this way its branches are spreading in different area of Gujarat.

After the take training in Auto Point I realize the value of company is very high in auto mobile market and it has the enough working capital, infrastructure area, Worker staff with full potentiality and no. specialized employee so that Auto Point is work perfectly. And the entire customers are fully satisfied with company.

From the progress of Auto Point, we can see that Company completely effort able to increase productivity & profitability. Company is running democratic way. Company given to his employee in office and through professional courses and totally work of the company is doing by Machinery.

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Thank you