

Project Dissertation

MARKET STUDY OF HYUNDAI ELANTRA

Submitted By:

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2K14/MBA/59

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Jan -May 2016

CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled **Market study of Hyundai Elantra** is a bonafide work carried out by Mr.PranshuBhardwaj of MBA 2014-16 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

Place:

Seal of Head

Date:

DECLARATION

I, PranshuBhardwaj, student of MBA 2014-16 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the dissertation on **Market Research of Hyundai Elantra** submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This dissertation report is not being submitted to any other institute/university for award of any other Degree, Diploma and Fellowship.

Pranshu Bhardwaj

Place:

Date:

ACKNOWLEDGEMENT

First and foremost, I'd like to thank my guide **Dr.Vikas Gupta**, for providing me with an opportunity to work under him and associate with him through the medium of this research project. He has been instrumental in my being able to complete this project to the best of my capabilities.

I would also take this opportunity to express my gratitude and thank all other individuals who have been kind enough to spare their precious time in sharing insights with me, which has facilitated in making this project a more fruitful outcome.

A special mention to acknowledge the assistance provided by some of our esteemed faculty members, my friends, family and industry professionals for always being available to attend to all my doubts, inhibitions and queries.

A word of thanks to the administrative staff at **Delhi School of Management,DTU**, for their perennial support in making available all possible facilities; in turn aiding my research for this project.

Finally, I wish to thank my colleagues at **Delhi School of Management,DTU** for their constant support and motivation, which has contributed in making this project a better effort.

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MBA(Marketing & SCM)

EXECUTIVE SUMMARY

Hyundai Motors India Ltd. presently has 17.3% market share in the passenger car segment & It has a target to increase it by 1% every year. Riding on the huge success of Hyundai Creta, the aspirations & expectations are soaring high. To further boost this campaign, Hyundai is planning to launch Elantra in 2016 with some modifications in its petrol & diesel variant.

Hyundai has already launched Elantra thrice before this in the year 2004, 2012 & 2015. Hyundai Elantra has been launched in India several times by keeping in mind premium segment & with a desire to give a stiff competition to all the other established players in this segment which are Volkswagen Jetta, Skoda Octavia, Skoda Rapid, Toyota Camry, Honda Civic, Audi & others. They all use skim pricing in this segment.

Its segmentation would be based on a mix of demographic, geographic, psychographic & behavioural factors. Its target market would be upper middle or social class comprising professionals, executives and people who are in the midst of their career.

With an increasing disposable income of middle or upper middle class, the aim of this study is (a) to focus upon the awareness and inclination level in the market for Hyundai Elantra. and (b) to analyze the customer satisfaction of the present owners. Besides, study also analyzes the customer preference of the existing owners & prospective buyers and tries to estimate the market potential and perception towards Hyundai Elantra. And emphasis has been on different competitors in the market, as well as their strategies, innovation focus, differentiations and cost efficiency to succeed in the Indian market place.

Questionnaire method has been used and data collection technique was based on personal interaction & telephonic interviews to reach out to the existing owners & prospective buyers in the future. The findings of this study will help the company to ascertain actual position of **Hyundai Elantra** in the market and will also help the company to take corrective decision regarding marketing plans.