

Title : Maruti True Value: Tapping the Untapped Market

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Abstract :

This case is about the Kataria Group which shows how a loss making division of the company having dealership of Maruti Suzuki India Limited was revitalised. It explains how new strategies were formulated, the steps taken to strengthen management practices, to broaden customer base and improve customer service. The case also focuses on the need for major shifts in strategy, resulting from various changes affecting the marketing environment for sustaining competitiveness. It highlights the implementation of new strategies by retaining existing customers and attracting new customers by transforming the loss making business into a profit centre. Basic managerial functions like planning, organising and controlling are also emphasised.