

Honda Siel Cars Ltd.



Brand: Mehta Solutions

Product Code: case223

Weight: 0.00kg

Price: Rs500

Short Description

Honda Siel Cars Ltd.

Description

Honda Siel Cars Ltd. CAST STUDY solution

Study the case given below and answer the questions given at the end of the case :

Honda Siel Cars Ltd. maker of City, Civic, Accord, Jazz and CR-V has mostly been confined to metros even as other car makers have hit the country roads to gain huge incremental volumes that helped car sales rise more than 30% in 2010. Looking at the growth rates the company is all set to expand its network of small cities and towns and tie up with state run and regional banks to ensure its upcoming compact car Honda Brio does not repeat the failure of Honda Jazz hatchback. Honda wants to tap the huge potential in smaller cities to ensure the Brio takes on competitors and revive its flattening sales. According to company's top management, Brio has been developed after 5 years of painstaking research of the Indian market keeping in view the local conditions and catering the car to typical Indian family. Thus it will cater to urban nuclear families, but will also meet specific needs of larger family units in small towns.. The company has already increased its network to 150 outlets in 72 cities currently from 120 outlets in 2010. It is also a known fact that Honda is currently facing tough times as sales have been flat. Brio would be the first high-volume Honda car to hit the Indian markets by September 2011.

Questions :

Develop a detailed communication plan for brand Brio for its successful launch, covering the following aspects :

- (a) Communication strategy to be used.
- (b) Kind of media vehicle options available and media selection for such a product.
- (c) Methods to measure the communication effectiveness

Details

1. Case study solved answers

2. pdf/word in 24-48 hrs

3. Fully Solved with answers