

# Tata Nano - The People's Car, Spanish Version

## Price

- "The Cheapest Car in the World!"
- Cost savings, Legacy Costs & Efficiency
- Competitor prices



## Conclusion

Does Tata Nano represent an **EVOLUTION** or a **REVOLUTION** in automobile marketing?

Has Tata chosen the **RIGHT** marketing strategy?

## Place

- Tata Motors: An Indian Multinational Corporate Company
- Manufacturing & Assembly: India, Malaysia, Kenya, Bangladesh, Spain, Ukraine, Russia and Senegal
- Global Markets: Europe, Africa, Asia, Middle East and Australia



## Concerns

- "Environmental nightmare"
- Low Price = Low Quality?
- Sales-satisfaction
- Distribution plan
- Marketing plan



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## Segment & Targeting



Families  
(Middle class)



College Students

## Positioning



"The People's Car"



Low Price



Small Size

## Promotion



Launch Ad



Current Ad

VS

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# *Presentation Overview*

## Thecasesolutions.com

Product

Price

Place

Segment & Targeting

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Promotion

Concerns

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*Product*

- Tata Motors

**Thecasesolutions.com**

- Tata Nano



*Product: Tata Motors*

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- Presence in India
- Founded in 1945
- Approximately 60,000 employees
- New York Stock Exchange



*Product: Tata Nano*

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- "The Cheapest Car in the World"
- "The World's Smallest Car"



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What year

was

Tata Motors  
founded?



# *Competitors*



**HYUNDAI**



**HONDA**



**RENAULT**



**BAJAJ**

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