



A STUDY ON FEASIBILITY OF FINANCE SCHEMES OFFERED BY TATA MOTORS PASSENGER CAR WITH REFERENCE TO GONDIA CITY

Dr. Bhavesh jasani
N.M.D. College, Gondia

ABSTRACT

To sell any product in the marketing it is necessary to satisfy our customers. Any company who has its great brand value can survive only because of its customers satisfaction. Customers are the king of the market they want good quality product with its after sales service. Tata company is one of the big company who offer good quality of cars with its after sales services. Tata company offer great quality of machinery which provides better return on the vehicle. Its vehicles are having very less maintenance expenses. The durability of vehicles are also very good.

INTRODUCTION

A car is a wheeled, self-powered motor vehicle used for transportation. Most definitions of the term specify that cars are designed to run primarily on roads, to have seating for one to eight people, to typically have four wheels, and to be constructed principally for the transport of people rather than goods. The year 1886 is regarded as the birth year of the modern car. In that year, German inventor Karl Benz built the Benz Patent-Motorwagen. Cars did not become widely available until the early 20th century. One of the first cars that was accessible to the masses was the 1908 Model T, an American car manufactured by the Ford Motor Company. Cars were rapidly adopted in the United States of America, where they replaced animal-drawn carriages and carts, but took much longer to be accepted in Western Europe and other, less developed, parts of the world.

Cars are equipped with controls used for driving, parking, passenger comfort and safety and controlling a variety of lights. Over the decades, additional features and controls have been added to vehicles making them progressively more complex. Examples include rear reversing cameras, air conditioning, navigation systems, and in car entertainment. Most cars in use in the 2010s are propelled by an internal combustion engine, fueled by deflagration of gasoline (also known as petrol) or diesel. Both fuels cause air pollution and are also blamed for contributing to climate change and global warming. Vehicles using alternative fuels such as ethanol flexible-fuel vehicles and natural gas vehicles are also gaining popularity in some countries. Electric cars, which were invented early in the history of the automobile, began to become commercially available in 2008.

COMPANY'S PROFILE



Tata Motors Limited (formerly TELCO, short for Tata Engineering and Locomotive Company) is an Indian multinational automotive manufacturing company headquartered in Mumbai, Maharashtra, India, and a subsidiary of the Tata Group. Its products include passenger cars, trucks, vans, coaches, buses, construction equipment and military vehicles. It is the world's 17th-largest motor vehicle manufacturing company, fourth-largest truck manufacturer, and second-largest bus manufacturer by volume.

Tata Motors has auto manufacturing and assembly plants in Jamshedpur, Pantnagar, Lucknow, Sanand, Dharwad, and Pune in India, as well as in Argentina, South Africa, Thailand, and the United Kingdom. It has research and development centres in Pune, Jamshedpur, Lucknow, and Dharwad, India and in South Korea, Spain, and the United Kingdom. Tata Motors' principal subsidiaries purchased the British premium car maker Jaguar Land Rover (the maker of Jaguar, Land Rover, and Range Rover cars) and the South Korean commercial vehicle manufacturer Tata Daewoo. Tata Motors has a bus-manufacturing joint venture with Marcopolo S.A. (Tata Marcopolo), a construction-equipment manufacturing joint venture with Hitachi (Tata Hitachi Construction Machinery), and a joint venture with FiatChrysler which manufactures automotive components and FiatChrysler and Tata branded vehicles.

Founded in 1945 as a manufacturer of locomotives, the company manufactured its first commercial vehicle in 1954 in a collaboration with Daimler-Benz AG, which ended in 1969. Tata Motors entered the passenger vehicle market in 1991 with the launch of the Tata Sierra, becoming the first Indian manufacturer to achieve the capability of developing a competitive indigenous automobile. In 1998, Tata launched the first fully indigenous Indian passenger car, the Indica, and in 2008 launched the Tata Nano, the world's cheapest car. Tata Motors acquired the South Korean truck manufacturer Daewoo Commercial Vehicles Company in 2004 and purchased Jaguar Land Rover from Ford in 2008.

Tata Motors is listed on the Bombay Stock Exchange, where it is a constituent of the BSE SENSEX index, the National Stock Exchange of India, and the New York Stock Exchange. Tata Motors is ranked 287th in the 2014 Fortune Global 500 ranking of the world's biggest corporations.

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OBJECTIVES

- To analyze the financial strategies adopted by automobile sector especially TATA motor passenger car.
- To identify the area of improvement offered by TATA car
- To study the feasibility of finance schemes provided by TATA motor to their respective customer.
- To study the various financing schemes of TATA Motors in Gondia City

HYPOTHESIS

- The financial strategies of TATA motor are found to threat to their competitor.
- The finance scheme offered by TATA fame are more realistic than other companies.
- TATA motors has capture much more market share then any other company
- The financial schemes of TATA motors are more favorable to their customers

RESEARCH METHODOLOGY

The methodology that was adopted for the study includes both primary source of data as well as the secondary source of data. The methodology of the study can be explained as follows:

DATA COLLECTION

Data collection refers to a purpose gathering of information relevant to the subject matter under study and methods depend mainly on nature, purpose and scope of the enquiry to be undertaken on the available resource and time.

Data collection is one of the methods of research. There are mainly two methods of the data collection.

- Primary Data Collection
- Secondary Data Collection
- **Tools Of Data Collection**
 - a) Interview schedule & questionnaire was used as tool for primary source of data collection.
 - b) Interview schedule consist of number of question typed in a definite order or form.

DATA ANALYSIS AND INTERPRETATION

1. What are the difference between TATA Motors cars Services and Other car Services?

Quality	35%
Services	25%
Less time Taking	15%
Satisfaction	25%
Total	100%

Interpretation :- From the above information it is clear that tata motor car services are preferred because of their good quality.

2. TATA Motors car services have innovation or not?

Yes	70%
No	30%
Total	100%

Interpretation :- From the above data it is clear that tata more car services are innovative in nature.

3. What type of car do you prefer?

Hatchback	30%
Mid Segment	16%
MUV	3%
SUV	23%
Luxury	37%
Total	100%

Interpretation:- From the above data it is clear that Hatchback and luxury sectors cars are prefer then other type.

4. Which car makers you will prefer on the basis of reliability?

Indian	60%
Japanese	20%
American	20%
Other	10%
Total	100%

Interpretation :- from the above data it is clear that Indian cars are prefer then other cars.

5. What Attributes you expect from cars of Tata?

Technology	29%
Price	37%
Engine Quality	13%
Brand Name	21%
Total	100%

Interpretation :- The expectation from tata cars are its price and technology.

6. Why you want to buy tata car?

Looks	45%
Environment	15%
German engineering	20%
Engine	10%
Innovation	5%
Status Symbol	5%
Total	100%

Interpretation ; - Tata cars are preferred because of their good look and good quality german engine.

CONCLUSION

- The Indian car market has transformed drastically over the years with more and more global car-makers hitting Indian streets aggressively.
- For TATA this is the right time since the automobile market here is now growing at a fast pace and it is expected to touch 2 million by 2014.
- According to the response TATA is an inspirational brand in a country like India.
- The customers of Tata-Xeta just had one problem with their car was the mileage given by their car in comparison with Maruti-Alto which is also a They said they are not satisfies by the performance of the car in the sense of its mileage when compared to Maruti-Alto in the same segment and the same price range.
- Thus, the view prevalent in my mind after this research was conducted that if Tata-Xeta would work on its mileage concept then would definitely it would emerge as a winner in small car segment and also will prove better than Maruti Cars.

LIMITATIONS

1) The study was based on a very modest sample size, hence cannot be called as a representation of the views and opinion of the majority.

2) The conclusion arrived at are based on very less observation. Positive performance of working capital will reflect on the financial health.

RECOMMENDATIONS

- TATA and Maruti are both doing well in marketing their products. TATA which is fairly new in Indian has tried to develop themselves as an inspirational brand for the Indian consumer.
- With their mass marketing campaign they are only concentrating on the urban sector in India.
- Many customers complained about the advertisement shown for Tata-Indica, which they called to be a confusing one. The advertisement didn't showed clearly all the features of the car, rather it showed what fun a group of girls can make with the car. It should rather be changed.

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