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PROJECT ON
SKODA AUTO INDIA PRIVATE
LTD.

SUBJECT

: - Strategic Management

SUBMITTED TO

: - Prof. Rahul Sir

SUBMITTED BY

: - Sarabjeet

STD

: - SY-BMS

ROLL NO

:- 13

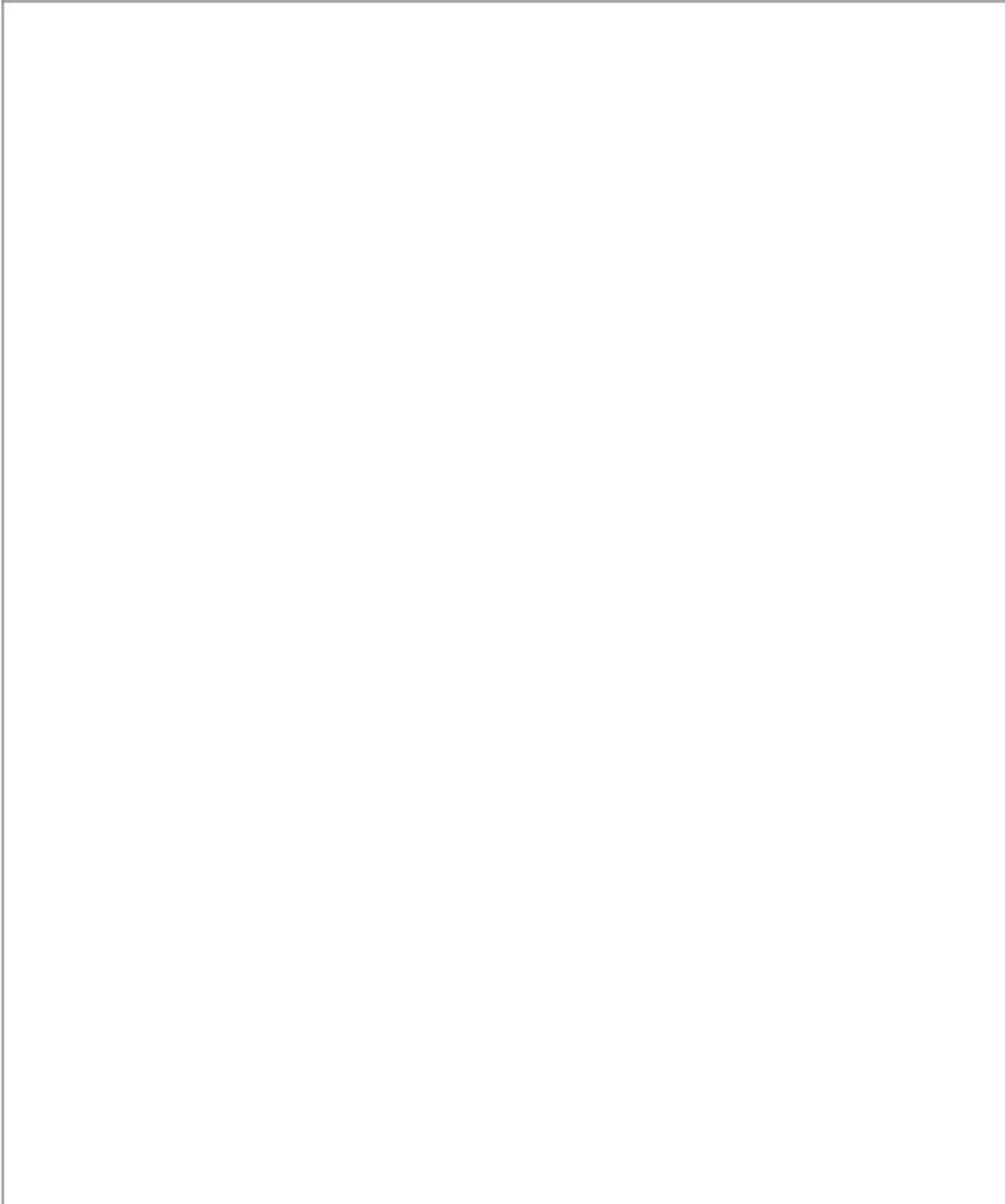
CONTENTS

INTRODUCTION

HISTORY

BACKGROUND





PRODUCT

SERVICE

LEVELS OF STRATEGIC MANAGEMENT

KEY STEPS TOWARDS STRATEGIC PLAN

KEY STEP TOWARDS BUSINESS STRATEGIES

STRATEGIC MANAGEMENT PROCESS

BCG MATERIX

GE MATERIX

7 MECKENSI MATRIXES

ORGANISATIONAL STRUCTURE

TYPES OF STRATEGY

CONCLUSION

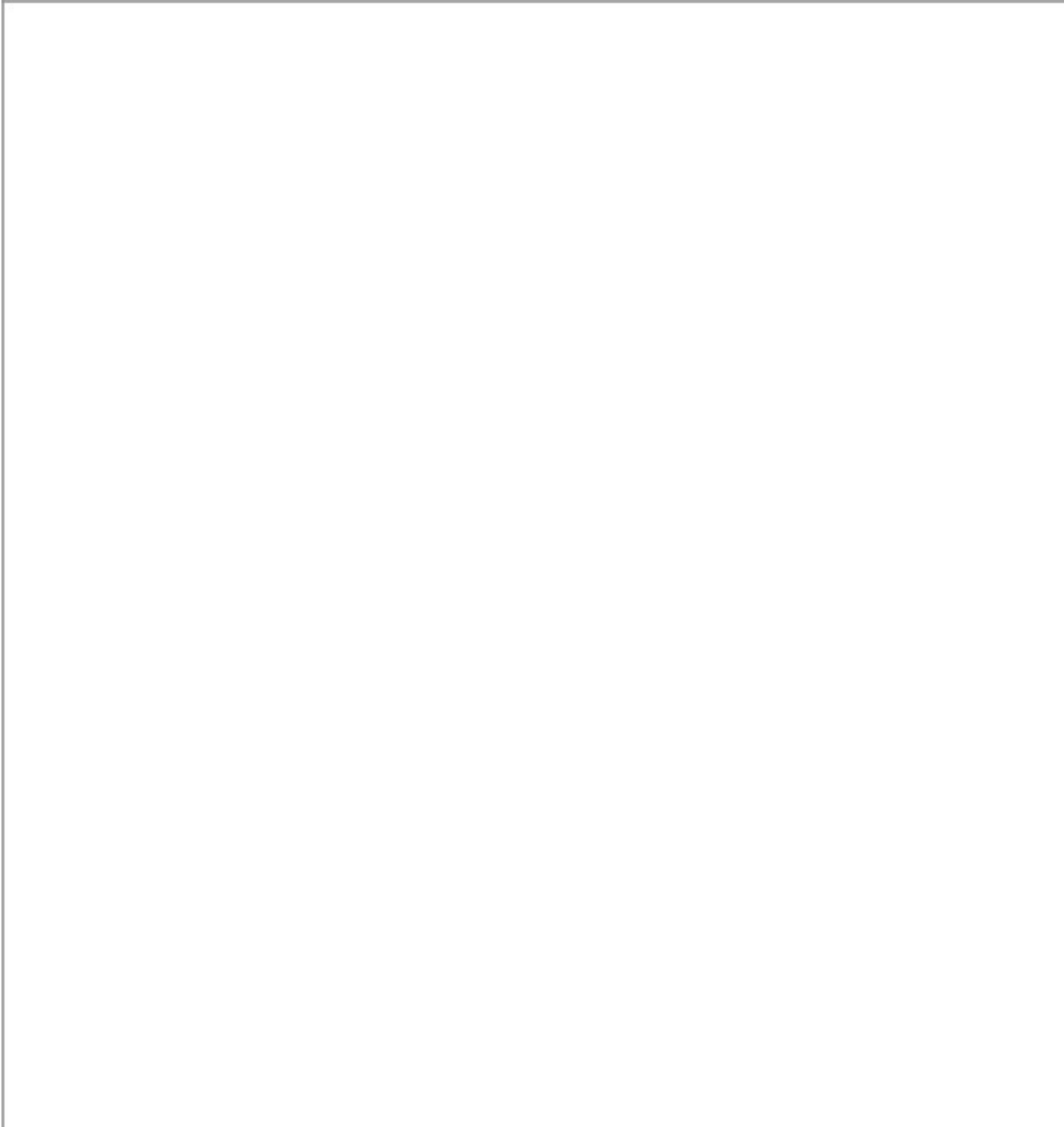
RECOMMANDATION

INTRODUCTION

Skoda Auto India Pvt Ltd.

Skoda Auto is a part of the International Volkswagen Group whose controlling stake is owned by Porsche SE . It is one of the premier automobile manufacturers in

Europe, based in Czech Republic. The company







introduced itself on November 16th, 2001. With its Greenfield plant in Aurangabad, the company has its dealership network spread over Mumbai and Delhi region.

The brand Skoda Auto is globally known for its stylish looks, well built exterior and its constant endeavor to introduce modern technologies. The company has already introduced 16 luxury models in Indian market.

It sells cars under the brand name of Skoda. According to an official release, Skoda Auto India sold more than 16,000 units in the 2008, a 28.5% increase from 2007 sales totals

Despite a dip in global automobile sales, Skoda India managed to sell 17000 units of its vehicles in 2008, with growth registered 33.2 % from previous year.

HISTORY

At the beginning of December 1895 the mechanic Václav Laurin and the book-seller Václav Klement, both bicyckle enthusiasts, started manufacturing bicycles of their own design, patriotically named Slavia in the





nationalist atmosphere of the end of the 19th century. A few years later, in 1899, the Laurin & Klement Co. began producing motorcycles, which were soon successful and gained several racing victories. After initial experiments at the turn of century, producing of motorcycles was gradually replaced by automobiles from 1905 onward.

Based on the traditional production processes and past success, the Czechoslovak economy managed to maintain a relatively good standard in the post/socialist period for several decades, in spite of the changes brought about by planned economy and efforts at unduly rapid growth. This standard only became questionable towards the end of the 1960's due to development of new technology in the western world. The permanent stagnation of the economy started after the 70's, also affecting the SKODA automobile manufacturer in spite of the company's leading position in the East Europe market. Production grew again only when the model range Skoda Favorit went into production in 1987.

After the political changes of 1989, under the new market economy conditions the Government of the Czechoslovak Republic and the management of Skoda began to search for a strong foreign partner whose experience and investments would be capable of securing long-range international competitiveness of the company. In December 1990, the Government decided on cooperation with the German Volkswagen Group. The Skoda – Volkswagen joint venture began to operate on 16 April 1991 under the name Skoda,

automobile as., becoming the fourth brand of the Volkswagen Group alongside VW, AUDI a SEAT.





BACKGROUND IN INDIA

Skoda Auto India started its operations in India on November 16, 2001. They opened their manufacturing unit in Shendra, on the outskirts of Aurangabad. Thus setting their foot on the Indian soil. The first Skoda car

which had hit the Indian roads was the Skoda Octavia which was priced at 10.6 lakh INR. Skoda Octavia is a medium sized car and gained popularity for two primary reasons, first being the fact that the car had 100 percent import content and second reason that the model was available in both petrol and diesel version. The Octavia is being imported to India as semi-knocked-down kits and assembled at the company's Aurangabad plant. The plant currently assembles 10 cars a day and operates on a single shift. The indigenization level is planned to be around 10 per cent by 2002-end. In spite of being somewhat highly priced, the Skoda has received a tremendous response in the Indian market. Hence Skoda Auto has plans to launch its three luxury cars Elegance, Laurin and Klement, and Superb in India in 2002-03. With the market trend and inclination of the economy to spend generously to own a luxury car.

Skoda is targeted a 17-18-per cent share of the combined C- and D-segment volume in India in 2003. Skoda, which made an initial investment of \$15 million in the Aurangabad facility, invested \$56 million more in due course of time for higher level of localization which in turn would bring down the cost of the cars manufactured.

In April 2007 Skoda (VW group) invested \$912m to expand its plant at Aurangabad & Chakan plant at Pune



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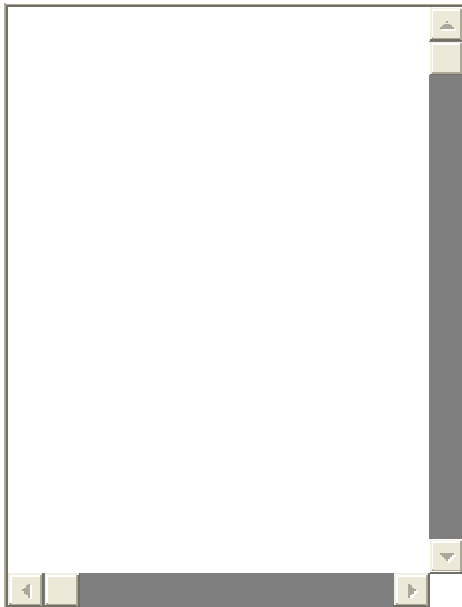
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