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## METHODOLOGY

My study would be a consultative type of research and as such would be organisation oriented. Previous research on International trade by other authors would form the theoretical framework for finding why the two companies need to go overseas. Various tools would be used to analyse the Indian investment and market scenario. Then on the basis of the in depth analysis of the two companies, I will try to find out whether the two companies are ready for International marketing.

### 3.1 ANALYSIS TOOLS

Analysis of the **three C's**, viz., The Company, the customers and the competitors, are essential before we come out with the right marketing mix strategy. The research analysis, conducted mainly based on data from various sources, including interviews and personal communication with executives in the two Malaysian car companies, would provide the basis for detailed and feasible recommendations which can be considered by the two companies. Some of the tools used during my research are:

- (i) The **Boston Consulting Group Matrix** (BCG Matrix) which is a tried and trusted technique for managing a range of products and helping in the allocation of resources in the most profitable manner. It is based on the philosophy that a product's growth rate and relative market share are important considerations in strategy.
- (ii) **Strength, Weaknesses, Opportunities and Threats** (SWOT) analysis of the two cars companies, viz., Proton and Perodua. The Strengths and Weaknesses are the Internal factors while the external environment provides the Opportunities and Threats facing the organisations.
- (iii) A feasibility study of the target market would be done. This would include the analysis of different factors that affect the demand of

cars, Indian market conditions and so on. Political and marketing risk would also be analysed.

- (iv) In order to study the car industry in India, the **Porter's five forces** approach to Industry analysis would be used. The forces viz., (a) threat of new entrants, (b) rivalry among existing firms, (c) threat of substitute products or services, (d) bargaining power of buyers, and (e) bargaining power of suppliers, would determine the ultimate profit potential of the industry (Porter, 1985).
  
- (v) **Competitor matrix** would be a good tool to understand how the models of the two car companies stand, compared to what companies in India have to offer.