

“GROWTH OF SKODA COMPANIES”

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1.)REASEARCH METHODOLOGY

1. INTRODUCTION-

The basic method adopted in conducting the study is a structured questionnaire. Questionnaire is administered on the sample respondents. However there are certain cases where personal interactive methods is followed with customers to find the satisfaction level.

2.POPULATION :

All automobile companies which are listed in stock market.

3.SAMPLING :

The sampling was drawn from the list of companies coming under the automobile industry listed on the Bombay stock exchange. Which is Škoda Auto – Shrine Auto Pvt Ltd.

4. COVERAGE :

The selected study unit focuses on a number of profitability variables covering a time period of five years (March 2017 , 2018, 2019 ,2020 and 2021)

5. DATA COLLECTION:

We have used secondary data in analysis.

(Annual reports, balance sheet and Profit and Loss account)

6.OBJECTIVES OF THE STUDY :

- ❖ To study and evaluate the profit in relation to sales.
- ❖ To study the profitability in relation to investment.

2)REVIEW OF LITRETURE:

1. (Consumer Behaviour and IMC Sources: The Isfahan Journal of Management Research – Vol. 5 No.11, Nov 2006).

The necessity for studying consumer behavior arises because of the facts that busi.org have to operate , survive and progress in a highly dynamic economy where change is the rule, not the exception. The change may be sudden and extensive, or may be slow and almost imperceptible. Some some of the important forces of change may be the changes in technology , changes in population and income distribution, changes in taste of consumers and their buying behavior, changes in competition , changes in govt. Policies etc. these changes often give rise to innumerable problems and throw countless challenges to the marketers. Consumer buying behavior refers to the buying behavior of the ultimate consumer. A firm needs to study the buying behavior because the buyers reaction to a firm marketing strategy have a great impact on

A study of Customer Awareness in Maharashtra

Prin. I. N. Welingkar Institute of Management Development and Research The aim of the study is to understand the behavior of the customer in the state of Maharashtra which is one of the most developed states of India. The study is being carried out to understand the customer awareness on environment friendly car (EFC). The objective of the study is to understand the awareness levels and create awareness of the EFC so that the efforts of the manufacturing the green car will be achived. SPSS version 17.0 has been used for analysis of the data. 5800 respondents have been asked to fill in a questionnaire. The study has been done keeping in mind gender and the academic qualification of the respondents. With reference to the gender and the academic qualifications, it is observed that there is no significant difference in the awareness levels with reference to the EFC.

2. (Ottman 1993 and m.j. Polonsky 1994) have studied that a majority of the people belived that green marketing refers solely to the promotion or advertising of the products with environmental characteristics.

3.J. Weeks(2008) studied that green buying choices can be complicated, and green products often cost more than conventional alternatives.

4. Brower and Leon (1999) have urged the customers to take steps such as driving fuel-efficient, low polluting cars, eating less meat and making their homes energy efficient.

5. Rothe and Benson's (1974) notion of "intelligent consumption" and Fisk's (1973) concept of "encological imperatives" reflect the need to educate the consumer to become aware of environmental problems and their relation to his/her consumption patterns.

Many believe that social marketing (**A. R. Andreasen, 1994**) can have a major impact on the society's myriad social problems. However, this impact can be seriously compromised if the technology is applied incorrectly or to areas in which is not appropriate. Consumers have more than ever before.

3) PRODUCTION PLANTS

The first vehicle left our factory in MladáBoleslav in 1905 and millions of others have followed it throughout the company's more than 120 years of existence. The company's registered office and automobile development department have remained in the company's home town, but production has also spread to many other places, cities and countries over time.

4) MLADÁ BOLESLAV

MladáBoleslav is a hive of technical development. A place where models are crafted and put into full-scale production. The city hosting the company's production facilities is also home to its headquarters. ŠKODA currently manufactures the FABIA, KAMIQ, SCALA, KAROQ, OCTAVIA and ENYAQ IV models here.

5) KVASINY

This plant is the baby in ŠKODA's family of production facilities in the Czech Republic. This is the place where production lines build the company's flagship – the SUPERB and both the ŠKODA's SUVs - KAROQ and KODIAQ.

6) VRCHLABÍ

Since 2012, the Vrchlabí has been turning out highly sophisticated DSG automatic gearboxes for the entire VW Group.

7) PLANTS ABROAD

In recent years, manufacturing operations have been expanded on other markets, such as China, Russia, Slovakia, Germany, India and Ukraine.

8) OVERVIEW OF WORLD MARKET :Škoda global sales slump 12.9 percent in 2021

The carmaker's Indian sales, however, witnessed an increase of over 108 percent. Škoda CEO Thomas Schafer has described 2021 as "one of the most challenging years in [the carmaker's] history," reporting a global sales decrease of 12.9 percent to 8,78,200 units. It means the Czech firm failed to sell more than one million cars for the first time in eight years.

Amid the semiconductor crisis and COVID-19 pandemic that have affected the entire industry, almost every market was down for Škoda with one outlier: India.

- Chinese market was hit the hardest with deliveries down 58.8 percent
- Octavia continues to be the biggest seller globally
- Škoda's first stand-alone EV gets a strong start with 45,000 deliveries

Chinese sales were hit the hardest with deliveries down 58.8 percent, while Western Europe was down a relatively modest 5.9 percent to 4,09,000 vehicles. The UK remains important for Škoda as the fifth-most-popular market, behind Germany, Russia, the Czech Republic and China. A total of 55,800 Škodas were delivered in the UK last year, compared to 58,700 vehicles in 2020.

From Garlanded Wheel to Winged Arrow

9). ŠKODA WORLD

Although a winged arrow has adorned ŠKODA cars for many decades, the earliest-ever logo depicted a bicycle wheel surrounded by linden leaves. Shall we take a walk through the history of the ŠKODA logo?lavia bicycles, the initials L&K, laurel leaves, and the winged arrow. These are the most important milestones in ŠKODA logo history, which extends back

more than 120 years. There is a story behind each trademark and it relates to major changes which transformed the company. The whole journey started out in 1895 in response to the disdainful response to a complaint about a German bicycle...1895: SlaviaIn 1895, VáclavLaurin and VáclavKlement joined forces to establish an enterprise which eventually was to become ŠKODA. As true of many other automotive pioneers, it all began with bicycle production. It seems VáclavKlement had filed a complaint about a bicycle of the Germania brand, doing so in the Czech language. The manufacturer rejected his complaint, stating that it was “not in an understandable language”. Hence, he and VáclavLaurin established their first company and named it Slavia. The firm manufactured and repaired bicycles and motorbikes. The first logo in the story therefore represents a bicycle wheel bedecked with linden leaves, a mythological symbol of the Slavic nations. Later, the logo was augmented to include the names of the founders and the seat of the company: the city of MladáBoleslav.

10) ANALYSIS :

As we can see that a large no. of people around 67 % of our sample agreed to consider Brand as important factor while purchasing any product. Still almost one third of customers prefers to buy it from a specific dealer rather than Brand.

Torque Automotive being the oldest dealer of Škoda has gained a huge loyalty base because of its presence in many residential Areas.

Information From Sales Advisor	% of Respondents
Yes	57%
No	43%

Ease of maintenance	% of respondents
1	12%
2	37%
3	23%
4	12%
5	16%
Twin Exhaust	% of respondents
1	8%
2	7%
3	16%
4	29%
5	40%

11. CONCLUSION:

The present research project on the customer awareness and preference of ŠKODA to analyze and understand the present market scenario in the city of Rajkot. Volkswagen are the strongest competitors so Škoda is required to work on its weakness like offers at the time of convincing customers and giving various financial plans. At last I would like to say that Škoda should maintain and improve its market share in Gujarat by improving its services and providing customer satisfaction

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