#### A PROJECT REPORT

ON

"A STUDY ON EVALUATING BUSINESS ENVIRONMENT OF AUTOMOBILE INDUSTRY IN THE POST COVID -19"

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF

#### MASTER OF BUSINESS ADMINISTRATION

OF

#### **BANGALORE CENTRAL UNIVERSITY**



BY MD SHADAB ALAM

**REG NO: MB206218** 

UNDER THE GUIDANCE OF

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#### **DECLARATION BY THE STUDENT**

I hereby declare that "A STUDY ON EVALUATING BUSINESS ENVIRONMENT OF AUTOMOBILE INDUSTRY IN THE POST COVID -19" is the result of the project work carried out by me under the guidance of Prof.Deepak Singh M.C in partial fulfilment of the award of "MASTER OF BUSINESS ADMINISTRATION" by "BANGALORE CENTRAL UNIUNIVERSITY".

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or certificate.

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This is to certify that the Project Report title "A STUDY ON EVALUATING BUSINESS ENVIRONMENT OF AUTOMOBILE INDUSTRY IN THE POST COVID -19" Submitted by MR. MD.SHADAB ALAM bearing Reg.no MB206218 is an original work of the student and is being submitted in partial fulfilments of the requirement for the award of degree of "MASTER OF BUSINESS ADMINISTRATION" (MBA) of "BANGALORE CENTRAL UNIVERSITY" under the guidance of PROF. DEEPAK SINGH M.C this report has not submitted earlier either to this university/ institution for the fulfilments of the requirement of a course of study.

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# A STUDY ON EVALUATING BUSINESS ENVIRONMENT OF AUTOMOBILE INDUSTRY IN THE POST COVID -19



# <u>CHAPTER:-1</u> NTRODUCTION



#### Introduction on covid -19:-

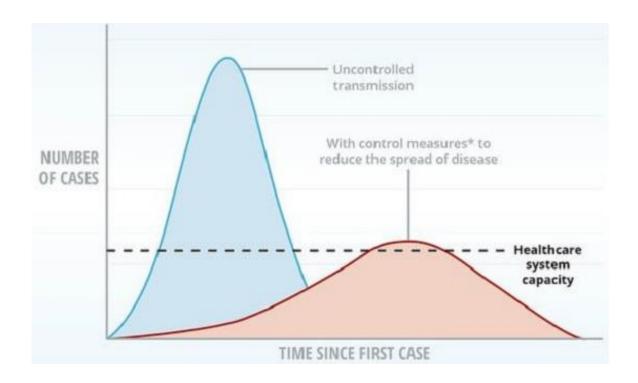
The COVID-19 pandemic, also known as the coronavirus pandemic, is a global coronavirus disease 2019 (COVID-19) pandemic caused by coronavirus 2 that causes severe acute respiratory syndrome (SARS-CoV-2). The new virus was initially discovered in December 2019 in the Chinese city of Wuhan; a lockdown in Wuhan and other cities in the surrounding Hubei region failed to contain the spread. On January 30, 2020, the World Health Organization (WHO) declared a Public Health Emergency of International Concern, and on March 11, 2020, it declared a pandemic. The Alpha, Beta, Gamma, Delta, and Omicron forms of the virus evolved first, followed by the Beta, Gamma, Delta, and Omicron variants. More than 272 million illnesses and 5.33 million deaths had been confirmed as of December 16, 2021, making the pandemic one of the deadliest in history. The symptoms of COVID-19 can range from non-existent to life-threatening. Patients who are elderly or have specific underlying medical issues are more likely to experience severe sickness. COVID-19 is an airborne virus that is disseminated by minute particles contaminating the air. Infection is most likely to spread among people who are close together, although it can also spread across greater distances, especially indoors in poorly ventilated places. Transmission can also happen through contaminated surfaces or fluids, however this is unusual.



Infected people can be contagious for up to 20 days and spread the virus even if they don't show any signs or symptoms. Vaccines have been approved for use in a number of nations. Vaccination efforts for the general public began in December 2020. Social distancing, wearing face masks in public, ventilation/air-filtering, covering one's mouth when sneezing or coughing, hand washing, sanitising surfaces, and quarantining people who have been exposed or are symptomatic are all advised preventive measures. Treatments are aimed at alleviating symptoms; however antiviral medicines are being



developed. Travel restrictions, lockdowns, business closures, workplace hazard precautions, testing processes, and tracing infected contacts are all examples of government involvement. The pandemic wreaked havoc on the world's social and economic systems, resulting in the worst global recession since the Great Depression. Panic buying, supply chain disruptions, and food shortages all contributed to widespread supply shortages. As a result of the near-global lockdowns, pollution emissions dropped to levels never seen before. Many educational institutions and public locations were closed in part or whole, and many events were cancelled or rescheduled. Political tensions grew as misinformation spread through social media and the mainstream media. The pandemic has brought up concerns of racial and geographic discrimination, health equity, and finding a balance between public health and person





#### Introduction on Indian automobiles industry :-

India's automotive sector is an example of the country's economic liberalisation agenda, which has been in place since 1991. Before 1991, the sector, which was dominated by a few domestic producers, was not noted for its advances. But it is now one of the most rapidly developing manufacturing industries in the world, not just in India. Also, internationally. In 2010, India became the world's second-fastest-growing automobile market. Only China is more populous in the globe. During the year, two-wheeler sales surpassed ten million units. All major two-wheeler manufacturers registered high double digit growth this year, a first. Growth. In 2010, India was the world's largest tractor manufacturer and the world's second-largest two-wheeler manufacturer. fifthlargest commercial vehicle manufacturer, and eleventh-largest automobile maker world's largest manufacturer There have been numerous examples of industry innovation, with Tata's Nano car being one of the most well-known examples. Overall international market. The goal of this research is to better understand the internal and external sources of information on innovation for enterprises in this industry, some of which are local and others of which are affiliates of well-known automotive MNCs. The research is divided into two sections. The first section lays forth the conclusions that can be made from the case studies in the second section.

#### Development and Structure of the Industry:-

The automobile industry is divided into two segments: I the automobile industry and (ii) the auto components or parts industry. The automobile business is divided into three segments: two-wheelers, three-wheelers, and four-wheelers (passenger cars).

Researchers have found it useful to chart the history of Indian automobiles. From 1947 to the present, the industry has been divided into three periods. A summary of the three can be found in Table 1.

Phases:-

- : Three phases in the evolution of India's Automotive Industry Phases Main features
- Phase 1: 1947-1983 Closed market Growth of market limited by domestic supply
  - •Very few innovations, outdated model, fuel inefficient Number of firms: 5



- Phase 2: 1983-1993 Joint Venture between Government of India and Suzuki to form
   Marti Udyog Number of firms: 6
- <u>Phase 3</u>: 1993- Industry delicensed in 1993 Major MNC Original Equipment Manufacturers (OEMS) commenced assembly in India Implementation of the Value Added Tax (VAT) Imports allowed from April 2001 Number of firms: >35.

#### Trends in Production:-

During the time period under examination, automotive production (in numbers) has doubled. Despite the fact that output growth rates had plunged in 2008-09, owing mostly to the financial crisis, it has picked up in all categories. This high growth rate is expected to continue in the next year, according to early indications .Also in 2010-11. There are two key findings to be aware of. The first is that the lion's share of the lion's share of the lion's share of the lion followed by passenger vehicles in terms of production share (in numbers) (cars). As a result, the driving the output of two-wheelers (motorcycles) is the driving force behind the industry's phenomenal expansion.4 bicycles and scooters) and automobiles. Second, India has evolved into a hub for globalisation .Automobile exports are on the rise. Cars account for the majority of exports once again. In reality, India has become a manufacturing hub for little automobiles.

#### Trends in Exports:-

Exports have also seen some significant rises. Overall, around 11% of the overall output is exported, while the intensity of export varies by category, ranging from as high as 24% in the case of three-wheelers to as low as 9% in the case of commercial vehicles. Cars and motorbikes account for a large component of exports in terms of volume, reflecting their relative share in domestic production. What's fascinating is that India has suddenly become a hub for tiny car manufacturing and export.





#### Structure of the Industry:-

We will just look at the automobile manufacturing industry in this article. This comprises of two types of companies: domestic and affiliates of a huge number of multinational corporations. MNCs entered the market with the joint venture Maruti Suzuki's aspirations to develop small compact automobiles, despite the fact that the industry had been mostly domestic for a long period. A number of multinational corporations have gradually established manufacturing operations in the country. The union government's domestic equity in Maruti has been decreased in favour of a larger shareholding by its parent company. A substantial number of multinational corporations (MNCs) have entered the market over time, particularly since 1991. MNCs are concentrating their efforts on passenger automobiles and motorbikes, whereas indigenous companies have a presence across the full vehicle spectrum. The industry is nearly divided between the two segments in terms of overall sales, however domestic firms have a somewhat bigger share on average over the previous decade or so as the two largest commercial vehicle firms are in the domestic sector.

However, foreign enterprises have not only a higher amount of exports, but also higher export intensity (on an average two times). This demonstrates that multinational corporations use India as a base for their exports.

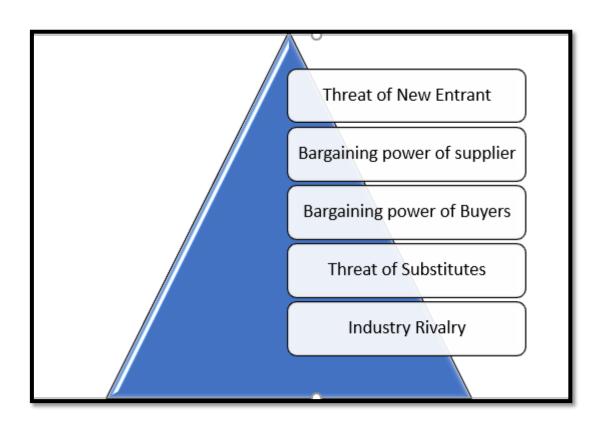
#### Innovations in the Automotive Industry:-

In the Indian automotive sector, there have been numerous examples of new product development. Here are a few.



- 1. India's ability to create and design has been demonstrated by the development of the Nano, an innovative \$2,250 automobile.
- 2. In this situation, Reva, India's first electric automobile.
- 3. M&M and the Hero Group are intending to produce electric vehicles.
- 4. In the commercial vehicle arena, Tata Daewoo, a Tata Motors affiliate, has recently created the Novus, an LPG-based MCV (4.5 tonne) that meets Euro V emission standards.
- 5. Ashok Leyland has created India's first six-cylinder CNG bus engine, which is equipped with a multipoint fuel injection system and meets Euro IV emission regulations.
- 6. Bajaj Auto, Hero Honda, and Mahindra are in talks with Energetic, a supplier of absorbed natural gas products, about developing technology that will let two-wheelers to run on natural gas rather than gasoline.

#### > Porter's five force model :-





#### 1. Barriers to entry:-

- Advantages in terms of cost (economies of scale, economies of scope).
- Government policies include taxation, as well as access to production inputs and finance.
- > Cycle of production and learning curve.
- Funding requirements.
- > Access to channels of distribution.

#### 2. Threat of substitutes:-

- ➤ How much does switching to a competitor's product or service cost the customer?
- ➤ What percentage of customers is likely to switch?
- ➤ What is the cost-benefit analysis of substitutes?

#### 3. Competitive Rivalry:-

- ➤ Is one player more dominant than the others in terms of strength and size?
- ➤ Is there anything preventing you from leaving?
- ➤ How quickly is the industry expanding?
- ➤ Is there a surplus or a shortage in the industry?
- ➤ What percentage of the industry is concentrated?
- ➤ How do your customers identify with your brand?
- ➤ Is there a difference between the product and the competition?
- What is the level of diversification among competitors?

#### 4. Bargaining power of buyers:-

- Volume and concentration of buyers
- What data do purchasers have?
- > Price that is reasonable
- ➤ What percentage of your clients is loyal to your brand?
- Sensitivity to price



- Backward integration is a threat.
- ➤ How differentiable is your product?
- ➤ Alternatives are readily available.

#### 5. Bargaining power of suppliers:-

- ➤ What is the strength of the seller's position?
- ➤ Is there a large number of possible suppliers or a small number?
- ➤ Is there a monopoly in place?
- ➤ Do you rely on a single provider or a group of them? (concentration)
- ➤ How much do you charge each of your vendors?
- ➤ Is it simple to switch from one provider to another? (costs of switching)
- ➤ Will switching to a different supplier effect the price and distinction of your product?
- Are there any other suppliers who have the same inputs? (inputs to be replaced)

#### STATEMENT OF PROBLEM:-

Production at original equipment manufacturers was halted as a result of the pandemicinduced lockdown (OEM). It also caused a disturbance in the whole value chain of India's key industries, affecting the production of vehicle replacement parts in micro, small, and medium-sized businesses. Furthermore, lower customer demand for passenger automobiles resulted in revenue losses and a severe liquidity crisis in the industry. Hence the study undertaken.

#### NEED FOR THE STUDY:-

- 1. To know the impact of covid-19 on Indian automobile industry.
- 2. To evaluate the automobile business environment.



## <u>CHAPTER:-2</u> METHODOLOGY



#### OBJECTIVE OF THE STUDY:-

- 1. To investigate automobile industry sales during the Covid 19 pandemic and lockdown in India.
- 2. To assess the automobile industry's market share in India amid the Covid 19 pandemic condition.

#### METHODOLOGY OF RESEARCH:-

The data used in this investigation is secondary. Secondary data was gathered from several Ministry of Automobile Industries, Ministry of Heavy Industry, and Ministry of Public Enterprises reports. Covid data, on the other hand, is gathered by the Ministry of Health and Family Welfare of the Government of India.

#### 1. PRIMARY DATA 2. SECONDARY DATA

#### TOOL FOR DATA COLLECTION

#### 1. Primary data:-

The primary data is collected through observation and automobiles dealers

#### 2. Secondary data:-

The secondary data collected from the following sources.

- ✓ Research papers.
- ✓ Newspapers.
- ✓ Websites.
- ✓ Journals.
- ✓ Articles

#### LIMITATIONS :-

- 1. The research is conducted in Bangalore city only.
- 2. The major data is collected from secondary sources.



## <u>CHAPTER:-3</u> S.W.O.C ANALYSIS



Companies must analyse the vehicle sector in order to make informed business decisions. SWOT analysis aids businesses in identifying their strengths, weaknesses, opportunities, and



threats, as well as uncovering potential opportunities. Companies can eliminate dangers that would otherwise catch them off guard if they have a solid awareness of their weaknesses. Furthermore, employing the SWOT analysis framework allows businesses to design strategies that set them apart from their competitors and provide them a competitive advantage.

#### 1. Strengths:-

The vehicle sector is expanding at a faster pace. It allows individuals to live, work, and travel in previously inconceivable ways. Continuous innovation is propelling the sector forward and assisting businesses in addressing their shrinking profit margins. Companies are also considering relocating to developed economies because of the lower cost of labour and resources. Automobiles are symbols of liberty and progress. Automobiles enable people to live, work, and travel in ways that were previously impossible. Automobiles allow people to get to markets, physicians, and jobs. Almost every car excursion concludes with either a financial transaction or some other advantage to one's quality of life.

✓ Continuous product innovation and technological advancement: With the introduction of E-vehicles and alternative fuels such as Shell gas, CNG, and others, automobile companies are increasing R&D spending in order to drive the next phase of growth through the use of renewable energy sources such as solar and wind.



- ✓ Although the pulse of this industry is the American and European markets, the attention is turning to developing markets like as China, India, and other Asian nations due to rising disposable income, changing lifestyles, and stable economic conditions.
- ✓ Increased demand for VFM vehicles: Tough competition in mature/developed markets has driven automakers to focus on emerging regions. However, VFM products are in high demand in these growing economies (value for money). Because the bulk of clients in these countries chose automobiles for commuting, VFM goods in the automobile sector would be fuel efficient, high mileage vehicles. On the other hand, developed countries require automobiles for interstate travel as well as high-speed, long-distance vehicles with high engine power.
- ✓ Increased demand for luxury commercial vehicles: Due to an increase in demand for luxury public transportation, companies such as VOLVO, Daimler/Chrysler, and Bharat Benz are spending big and targeting developing countries.

#### 2. Weaknesses:-

The vehicle market has shifted from a demand to a supply industry in recent decades. Customers now have the power to choose whatever they want thanks to the huge range of options accessible on the market and fierce competition among enterprises. Furthermore, laws such as excise duty, a reduction in the number of valid registration periods, and fuel price fluctuation are just a few of the primary reasons limiting the industry's growth.

- ✓ Car recalls: Disputes over recalling vehicles due to technical malfunctions or noncompliance with government-mandated regulations are becoming increasingly widespread.
- ✓ Consumer bargaining power: Over the last three to four decades, the car market has evolved from a demand to a supply market. Customers now have the power to choose whatever they want thanks to the availability of a huge number of versions, fierce rivalry among them, and a big range of possibilities to choose from.



✓ Due to regulations such as excise duty, no admission of outside automobiles into the state, decreasing number of valid registration periods, and fuel price volatility, the growth rate of the automobile sector is in the hands of the government. These elements have always had an impact on the industry's growth.

#### 3. Opportunities:-

The optimization of fuel-driven combustion engines presents a variety of opportunities for automotive firms. The need for fuel-efficient automobiles is predicted to rise due to changing lifestyles and client groups, as well as expanded regulatory requirements for safety. Furthermore, new markets such as Asia and the BRIC nations will drive up automobile demand.

- ✓ Vehicles that are more fuel efficient are being introduced The automotive market has several prospects, including the optimization of fuel-driven combustion engines and cost-cutting measures. For the foreseeable future, emerging markets will be the primary growth drivers, necessitating the development of fuel-efficient vehicles.
- ✓ Strategic Partnerships: For automobile firms, forming strategic alliances might be a sensible approach. They can distinguish their solutions by utilising specialist competencies and collaborating with other businesses.
- ✓ Changing client groupings and lifestyles The car sector is being pushed by three enormous forces. Consumer demand shifts, regulatory standards for safety and fuel efficiency get more stringent, and data and information become more readily available. With the rise in nuclear families, demand for two-wheelers and tiny automobiles have increased, and this trend will continue.
- ✓ Market expansion: Entering new markets, such as Asia and the BRIC countries, will result in an increase in car demand. Other marketplaces are anticipated to arise soon after these



#### 4. Challenges :-

Because there are so many companies in the automobile sector, there is a lot of competition, with each company eating into the market share of the others, leaving little room for newcomers. Fuel price variations, at least for the passenger segment, remain the determining driver for its growth. Also, government rules governing the use of alternative fuels such as compressed natural gas (CNG). Shell gas is hurting inventories as well. Macroeconomic uncertainty, recession, unemployment, and other economic problems will continue to be a source of concern for the automobile industry for some time. Because developed markets are already overloaded, business is transferring its focus to emerging regions, where it is constructing infrastructure and R&D centres. However, the return on investment from these decisions has yet to be calculated.

- ✓ Intense Rivalry: The presence of so many participants in the automobile business leads to intense competition, with each company eating into the market share of the others, leaving little room for newcomers.
- ✓ Fuel price volatility: At least for the passenger segment, fuel price volatility remains the decisive factor for its growth. Also, government rules governing the use of alternative fuels such as compressed natural gas (CNG). Shell gas is hurting inventories as well.
- ✓ Sluggish Economy: Macroeconomic instability, recession, unemployment, and other economic problems will continue to be a source of concern for the car industry for some time.
- High fixed costs and R&D investment: As developed markets become increasingly saturated, business is transferring its focus to new countries, where it is constructing facilities and R&D centres. However, the return on investment from these decisions has yet to be calculated.



# CHAPTER:-4 OUTCOMES

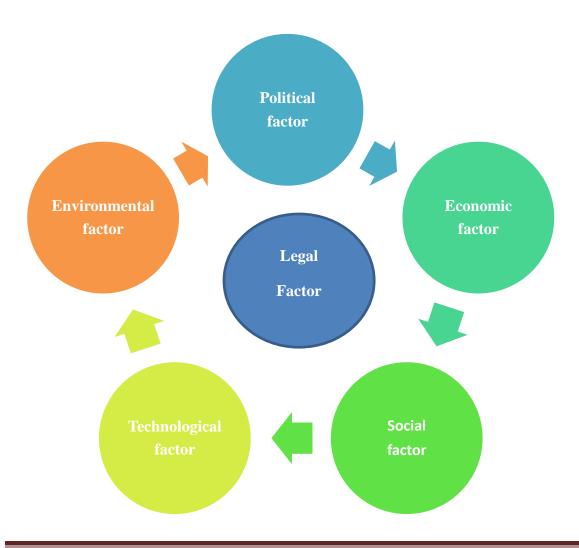


#### A Report on the Automobile Industry's Environmental analysis:-

Environmental analysis will assist the company in gaining a better understanding of what is going on both inside and outside the organisation, as well as increasing the likelihood that the organisational plans adopted will accurately represent the environment.

Environmental scanning is required since the environment is rapidly changing, which has a significant impact on the business firm's operations.

#### PESTEL ANALYSIS:-





PESTEL analysis is a popular and effective method for assisting in and understanding the decrease or growth of a certain market, as well as the position or potential of a specific organisation. PEST is a tool that focuses on the business or organization's Political, Economic, Social and Technological, Environmental, and Legal issues. The PESTEL study' findings are extremely valuable in identifying the many benefits and possibilities available to the company.

#### 1. Political factors of the industry:

The key laws and regulations, security measures, and limits that might apply to the whole business are highlighted by political issues.

The following are some of the elements that influence the car industry:

The vehicle business has always been influenced by laws and regulations. The environmental requirements that every vehicle sector is expected to meet are usually the focus of legislation and regulations. Because of various legislative choices, automotive manufacturers were forced to take specific safeguards and consider environmental concerns while designing their vehicles.

Political issues have a significant impact on the car sector around the world. Because of their environmentally friendly emissions, hybrid vehicles are in high demand and receive increased government backing. All newly manufactured automobiles must adhere to EU vehicle emission rules and regulations, sometimes known as Euro Standards. The UK government has put in place financial incentives to encourage people to drive vehicles that emit less CO2. If a car emits a lot of CO2, it will be subject to a high TAX penalty.

With tailpipe CO2 emissions of 90g/km, the FIAT 500 receives a green vehicle grade of 26. With tailpipe emissions of NOx 0.031g/km, HC 0.042g/km, PMs 0g/km, and CO2 0.348g/km, this vehicle meets the euro E5 standard.



Various launches of new schemes in the US and European automobile industries resulted in rigorous rules to develop high-mileage automobiles, as well as a significant growth in automobile sales and production. Hill (Hill, 2008).

#### 2. Economic factors:

Economic considerations vary, although they are usually tied to currency rates, global economic development, and the industry's dominant business settings.

Economic factors of the industry are;

At one point in time, a large number of automobiles were created, resulting in a significant increase in marketing income and new product ideas. As a result of all of this, even if demand was smaller than supply, a large quantity of revenue was limited.

Automobile costs have grown in recent years as a result of rising inflation. The car sector is one of the most demanding in terms of infrastructure development. Oil reliance is a significant element that influences external price elasticity. High gasoline prices may not necessarily lead to a drop in vehicle demand because numerous automobiles are now more fuel efficient than previous models, allowing buyers to save money. New automobiles are more fuel efficient than previous cars, which allows purchasers to save money.

The car industry has had a significant influence on every country's economy. The car business is one of the industries whose wealth appears to pervade almost every aspect of the economy. The automotive trade's demand and productions fluctuate often, having a significant impact not only on the sector, but also on the many different supply chains of business and economic activity in locations where care is produced.

Currency fluctuations have a substantial influence on the competitiveness of many different goods and commodities produced by many different countries in progressively larger global marketplaces. The car industry is under a lot of strain. The sector has long placed a premium on dedication and productivity, but various currency rates, such as the Euro, have had an influence on the profitability of UK-based companies.



#### 3. Social Factors:

Changes in cultures and demographics throughout the world, as well as changes in the buying behaviour and capability of the client, are some of the more challenging social aspects to identify in the car business.

The following social elements have an impact on the car industry:

The consumer will always examine the vehicle's label. It's a distinct kind of fashion that's being investigated.

The demographics of particular customers, as well as what they specifically desire to buy, varies. If a person has a large family, they will choose for a larger, more roomy, and secure vehicle to accommodate them. Some clients choose sporty, expensive, and attractive automobiles in which they feel more at ease.

Changes in buying patterns in the car sector are also related to customers experiencing difficulties as a result of recessions in various mature markets.

Automobiles are used by businesses to carry certain commodities to their targeted locations. Different firms operate their transportation in different ways, but the majority rely heavily on their own vehicles and services.

#### 4. Technological Factor:-

The vehicle industry's technology is developing in a variety of ways.

Many novel means of minimising CO2 imitations and ways of reducing the rate of battery depletion in the car itself are emerging as the technology matures.

Nowadays, car manufacturing businesses must adhere to a variety of standards while creating their vehicles, with one of the most important factors being ecologically friendly automotive engines. Most major automakers are now designing vehicles that can run on several fuel systems.



A renowned manufacturing business in the United Kingdom has recently developed and manufactured a method of reducing air pollution.

Every automotive manufacturer is striving toward more ecologically friendly modes of vehicle operation; Toyota is a fantastic example of such vehicles. Toyota produces petrol-electric hybrid vehicles. Volkswagen, for example, has fuel cell and hybrid Toucans, as well as a synthetic-fuelled Skoda Fabia, while BMW has a 7-Series that can operate on hydrogen and gasoline. There's even a natural gas-powered Lotus Elise sports car.

There are now plans in place to eliminate the number of people killed or injured as a result of transportation accidents. The introduction and perfecting of automatic pilot will help to achieve this. Google has begun testing a fleet of self-driving cars on public roads. Robotized monitoring is governed by rules in California and Nevada.

#### 5. Environmental Factors:-

Physical issues affecting the ability to drive various types of vehicles. State infrastructure, such as roadways for driving automobiles, will also be included.

#### 6. Legal Factors:-

Environmental population by vehicles is the subject of a legal provision.

Legal provisions pertaining to safety precautions.



## CHAPTER:-5

## <u>LIEARNING IEXPIERIIENCE</u>



#### LEARNING EXPERIENCE:-

Production at original equipment manufacturers was halted as a result of the pandemic-induced shutdown (OEM). It also caused a disturbance in the whole value chain of India's key industries, affecting the manufacture of vehicle replacement parts in micro, small, and medium-sized businesses. Furthermore, lower customer demand for passenger automobiles resulted in revenue losses and a serious financial crisis in the industry.

According to the Society of Indian Automobile Manufacturers, all vehicle categories had negative growth in FY21 (2.24 percent decline in sales of passenger vehicles, 13.19 percent fall in sales of two-wheelers, 20.77 percent fall in sales of commercial vehicles, and 66.06 percent fall in sales of three-wheelers).

In addition, due to a drop in demand, production cuts had a detrimental influence on employment growth. According to a study provided to Rajya Sabha chairman M Venkaiah Naidu by a Parliamentary Panel, the Indian car sector is expected to lose 3.45 lakh jobs. Following a dip in car sales, Maruti Suzuki, India's largest manufacturer, reduced its temporary staff by 6%. The car industry, which once contributed more than 7% of India's GDP, is now in serious decline, with several automakers reporting a year-on-year drop of more than 30% in recent months.

#### CONCLUSION:

The automobile industry is the largest shareholder in the Indian stock market, contributing significantly to the country's GDP. According to the statistics during the pandemic catastrophe in India, automobile sales saw a massive drop since people had never faced a condition like this before and couldn't even endure it. Despite the fact that they are unable to buy automobiles. This had an impact not just on the vehicle market and its share, but also on people's everyday lives. To get out of this difficult predicament, the automobile industry can take some steps to boost sales by lowering prices or offering special deals during the epidemic. During the pandemic, this might result in a spike in automobile sales. These are some basic methods for increasing automobile sales during the epidemic.



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#### **WOEK DAIRY**

DATE OF MEETING WITH GUIDE	TOPICS DISCUSSED	SIGNATURE OF GUIDE
19-Nov-2021	Discussion of title of the study, objectives of the study, statement of the problem, and need of the study	
30-Nov-2021	Discussion of research methodology, tools for data collection and limitations of the study	
09-Dec-2021	Discussion of GST, impact of GST on Indian economy, and SWOC analysis	
15-Dec-2021	S.W.O.C discussion	
20-Dec-2021	Discussion of outcomes of the study, learning experiences and conclusion	

