**Global Retailing**

**December 2022 Examination**

**1. What did Honda do with the makeover of its amaze and to face the competition. What were the reasons for the failure of this brand? (10 Marks)**

**Ans 1.**

**Introduction**

Honda Motor Co Ltd, generally known as Honda, is a company manufacturer of motorcycles, automobiles, and power devices. Its headquarters are located in Minato, Tokyo, Japan. The company started production of vehicles in October 1963 in Japan and additionally started its operations in India in 1995 as a joint venture called Honda Siel cars India (HSCI). The first vehicle manufactured via Honda was the T 360 mini pickup truck, accompanied by many vehicles. The first vehicle was synthetic by Honda in 1997, and its first manufacturing plant was built in greater Noida. Honda invested 4.5 billion rupees

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**2. You are supposed to set up a store for an exclusive brand of chocolates for kids, teenagers and adults [sugar free for diabetics]? What is the kind of display that you can think of to increase the sale of these chocolates? (10 Marks)**

**Ans 2.**

**Introduction**

In India, a person can sell anything as long as its miles legal and customers are directed toward it. A product like chocolate is everyone's favorite. Everyone from any age organization, from children to senior citizens, enjoys chocolates. The beautiful part is that a chocolate bar can be eaten at any time of the day. For example- a person can take it after any meal, as an evening snack, midnight snack, or after breakfast.

There are many types of chocolates: dark chocolate, milk chocolate, white chocolate, milk

**3. Case Study**

**Classic Legends plots return of Yezdi motorcycles after 25 yrs**

**Classic Legends, the motorcycle company part-owned by Mahindra Group, on Thursday re- launched the Yezdi brand of classic motorcycles for the Indian market.**

**The brand is making a comeback in India after 25 years and part of a larger strategy to tap into the fast-expanding, mid-market segment (350-600 cc) in India and globally, and create niches within that, Anupam Thareja, co-founder Classic Legends, told Business Standard.**

**With prices at Rs1.98-2.19 lakh (ex-showroom, Delhi) across three styles- the Roadster, Scrambler, and Adventure- the models are on sale in 300 showrooms of the company.**

**“Globally the mid-market segment has expanded. And it was time somebody made an honest effort and expanded the mid-market segment in India too. We started with the Jawa range, which is an ode to Classic,” said Thareja, pointing out that the Jawa brands- the Perak, Jawa Jawa, and Forty Two- helped in creating segments in the mid-market segment.**

**According to him, mid-segment motorcycle buyers earlier had the option of purchasing either classics or sports. They never had so many options. With six models in its fold-three each from Jawa and Yezdi-Classic Legends is looking to “grow the space”, he said.**

**Unlike the Jawa models, where the design theme is retro, Yezdi motorcycles boast contemporary designs and features, including a digital instrument cluster, LED headlamps and tail lamps, turn indicators, and clear lens. Adventure and Scrambler also get standard handlebar-mounted USB and Type C charging points.**

**Meanwhile, Classic Legends recently revived the iconic British motorcycle brand BSA in the UK. It will come to India. Also in the works is an electrified version of the Yezdi. Even as the e-bike is ready for launch, the company may not bring it any time soon because the market and charging infrastructure are not ready just yet, said Thareja.**

**“We are ready to launch as and when electrification in the motorcycle segment kicks in. it will start from BSA and then percolate to Jawa.”**

**Being a start-up, the backing of a large group like Mahindra gives the company agility, he said, adding that Classic Legends would be the only company that “will fire on the twin cylinders of ICE (internal combustion engine) and electric.**

**Classic Legends first revived the Czech brand Jawa in 2018 and was sold in no time after the models broke cover. However, the company could not capitalize on the initial launch euphoria due to supply-side issues and the wait for the models extended to more than 12 months. The pandemic from January 2020 heightened trouble for the start-up.**

**High reliance on single suppliers for parts and aggregates led to the undoing. “We have learnt from our mistakes and are better prepared this time around,” he said.**

**The Classic Legend’s 125-acre plant in Pithampur, Madhya Pradesh, has an annual capacity to crank out half a million bikes. In the last two and a half years, the company has ramped up capacity across its supply chain.**

**With Yezdi, Classic expects to grow its monthly sales two to three times. On average every month it is selling close to 10,000 bikes of the Jawa brand. Classic’s network of 300 dealers is smaller than that of its rivals. As part of the next leg of the growth strategy, it will go deeper into the markets it has a presence in.**

**Questions**

**a. What is the relaunch strategy of Yezdi after 25 years? Why is there focus on the mid market segment? (5 Marks)**

**Ans 3a.**

**Introduction**

Yezdi bike become considered the king of the road, and it was manufactured in India by perfect Jawa ltd in Mysore. It was manufactured from 1978 to 1996. The motorcycles had been bought below the emblem name Yezdi. It was mainly built for bike enthusiasts. Yezdi became used by the bikers in several road races

**b. What advantages does Yezdi have with its tie up with Mahindra? What happened when it was revived in 2018? (5 Marks)**

**Ans 3b.**

**Introduction**

Yezdi has now tied up with the Mahindra group, which gives the company a lot of advantages. Mahindra group is a worldwide enterprise magnate. Its headquarters are situated in Mumbai. The corporation currently works in 100 different nations in sectors like Agribusiness, automobile, defense, energy, farm equipment, finance, hospitality