

# **PROSPECTIVE APPROACH OF YAMAHA'S SUPERBIKES IN INDIAN MARKET**

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## **ABSTRACT**

The research paper "Prospective approach of Yamaha's superbikes in Indian market" researches and studies the various aspects of automobile industries, market share of different companies, and scope of superbikes in India. The study has been conducted to explore the expertise and weakness of Yamaha motors and its future plan related to corporate and business level strategies.

Though Yamaha had sold only 350 superbikes in India through its four superbikes dealers within two years of launching its superbikes but its presence in 125-150 cc segments has increased it had succeeded to capture 10% market share in financial year 2010 which is 3 times of the market share of FY 2007.

This research paper helps to acknowledge customer satisfaction level with different features provided by the company and helps to understand their preference over Yamaha. This paper also acknowledges prospective customers and their expectations from the company.

The paper is Endeavour to help people select the best product from available products in the market.

The main purpose of this research paper is to study the psyche of Indian youth regarding their acceptance cum choice for superbikes.

**KEYWORDS:** Yamaha's Superbikes, FY 2007, **RX** and **RD** series bikes