

Royal Enfield

Parent Company

Madras Motors & Royal Enfield

Category

Motorcycles, Scooters

Sector

Two-wheeler

Tagline/ Slogan

Handcrafted in Chennai; Trip

USP

Make bike like their motto "Made like a gun, goes like a bullet"

STP

Segment

Middle-class people who want a bike that is stylish and powerful

Target Group

Middle class youth from the age bracket of 25-35

Positioning

A powerful motorcycle for bike adventurers

Product Portfolio

Brands

1. Royal Enfield Bullet

2. Royal Enfield Classic

3. Royal Enfield Thunderbird

SWOT Analysis

Strengths

1. Size and scale of parent company

2. Effective Advertising Capability

3. High emphasis on R and D

4. Established brand name in the cruiser market

5. Established market distribution channel

6. Exports motorcycles to 31 countries like the USA, Japan, UAE, Korea, Bahrain, UK, France, Germany

Weaknesses

1. Weight of the motor cycle can be an issue for few customers.
2. Mileage of high cc bikes is an issue

Opportunities

1. Two-wheeler segment is one of the most growing industries
2. Export of bikes is limited i.e. untapped international markets

Threats

1. Strong competition from Indian as well as international brands
2. Dependence on government policies and rising fuel prices
3. Better public transport will affect two-wheeler sales

Competition

Competitors

1. Suzuki

2. Harley Davidson

3. Bajaj Auto

4. Hero MotoCorp

5. TVS Motors

6. Yamaha

7. Ducati