



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

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## A STUDY ON ARRANGING GOVERNMENT AS THE 6<sup>th</sup> PACE TO PORTERS 5F MODEL

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### Chapter 1

### INTRODUCTION

TRU E BIKE is a pioneer and market leader in the Indian Electric Two- Wheeler Industry which provides Eco-friendly and Cost-effective mode of personalized transportation with its diverse range of Electric Two-Wheelers. Tru e bike is an Electric offer a wide range of High Range and High Speed Electric Two-Wheelers manufactured in its state-of-the-art manufacturing facility at Ludhiana and has a widespread network of Exclusive Sales and Service outlets across the country. Being a pioneer, Tru e bike has a number of first only initiatives to its credit like: - The only Electric Vehicles Manufacturer in India to launch the unique concept of “Charging point is normal ” for “Anywhere, Everywhere Charging” with in-house design and development - Only Electric Vehicle Manufacturer to launch first-of-its kind Electric Bike Door Step Service branded as Electric Bike Assistance (EBA) for Electric 2-Wheelers for “Anywhere, Everywhere Service” - Founded and constituted the Society of Manufacturers of Electric Vehicles (SMEV), the global representative body of Indian EV Industry comprising of members from the Electric Four/ Three/ Two-Wheeler and Auto Components Industry - With an in-house research and design center for development and invention of New Greener & Innovative Technologies, Tru e bike has introduced first of its kind innovative technologies like the Range Extender, Personal Charger, Charging Stations, Easy Wheels etc.

Company’s global customers list includes retail majors in India. The company enjoys over 85% market share in the kids segment of the quality conscious Indian market.

#### Specialties

Fabrication &Welding facility

R&D for Bicycle and EV's (Mechanical + Electrical)

Paint-shop (liquid disc painting and powder)

Strong vendor base in India and abroad

Assembly & Snickering

Fully automatic Anodizing plant for Aluminum

All compliances done.

#### VISION

To be amongst the world’s Top manufacturers of Eco-Friendly Mobility Solution.

## MISSION

Profitable growth through Superior Customer Service, Innovation, Quality and Commitment.

## PROJECT DESIGN

### Introduction

Working Capital plays an important role when it comes to financing. The optimum level of cash, marketable securities, accounts receivables and inventory forms the working capital and thus the working capital management let the financing of the working capital at least cost. This how working capital plays an important role to know about the financial position of the company.

### Background

The project includes Ratio Analysis and study of Working Capital where company can know about its actual and planned performance on the basis of various ratios.

### Objective

To know about the financial position and the financial growth of the company this would help the company with management of finance and rising of funds.

## RESEARCH METHODOLOGY

### Scope of the Study

To know about the financial position and the financial growth of the company

### Research Design

The research design is a pattern or an outline of a research project .The Present study being conducted follows an Exploratory and descriptive research design. The methodology adopted for preparing this report was based on both Primary and secondary information. The first stage included gathering information about the Company profile, products and financial reports. The second stage involved reviewing various literatures on Working Capital Management and determining the objective of the study. In next step data is analyzed in a tabular form and is well easy to understand manner and interpretation for fulfilling the objectives of the study.

### Data Collection Methods and Tools

For the data collection both Primary and Secondary data has been used in this study.

### Primary data

In the study some of the data has been collected through personally interaction with senior officers of Hero Cycles.

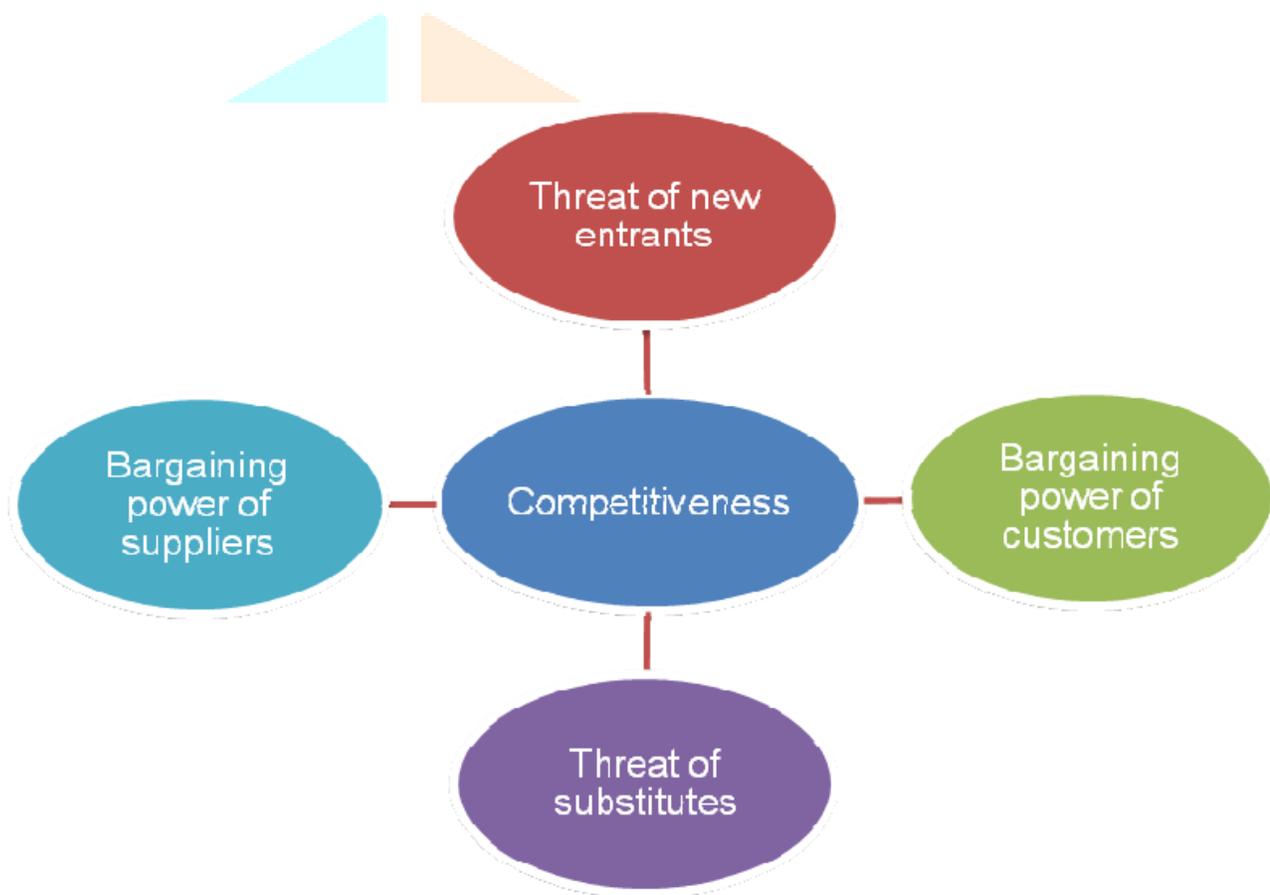
Secondary data

Secondary data includes financial reports of the Hero Electric private Limited and company’s annual reports. It also includes journal and books on the topic under study. To get information about industry and company, many web sites visited.

Chapter 2

STRATEGIC ANALYSIS

Porter five forces analysis



**Porter five forces analysis** is a framework that attempts to analyze the level of competition within an industry

And business strategy development. It draws upon generation to derive five forces that determine the competitive intensity and therefore attractiveness of an Industry. Attractiveness in this context refers to the overall industry profitability. An “unattractive” industry is one in which the combination of these five forces acts to drive down overall profitability. A very unattractive industry would be one approaching “pure competition”, in which available profits for all firms are driven to normal profit. This analysis is associated with its principal in - Michael E. Porter.

. The overall industry attractiveness does not imply that every firm in the industry will return the same profitability. Firms are able to apply their competencies, business model or network to achieve a profit above the industry average. A clear example of this is the air-line industry. As an industry, profitability is low and yet individual companies, by applying unique business mod the then-popular SWOT analysis, which he found unrigorous and *ad hoc*.]Porter’s five forces are based on the Structure-Conduct-Performance paradigm in industrial or organizational economics. It has been applied to a diverse range of problems, from helping businesses become more profitable to helping governments stabilize industries. Other Porter strategic frameworks include the value chain and the generic strategies

## FORCES ANALYSIS

Firms can entered non-performing firms can exit easily.

Government policy

Capital requirements

Absolute cost

Cost disadvantages independent of size

Economies of scale

Economies of product differences

Product differentiation

Brand equity

Switching costs or sunk costs

Expected retaliation

Access to distribution

Customer loyalty to established brands

Industry profit ability (the more profitable the industry the more attractive it will be to new competi

## Strategic Objective

To find out the reason why Consumer refer to electric bike

To find out the new opportunities in Ludhiana city

What is the post purchase experience of electric bike of consumer?

## Bargaining power of customers (buyers)

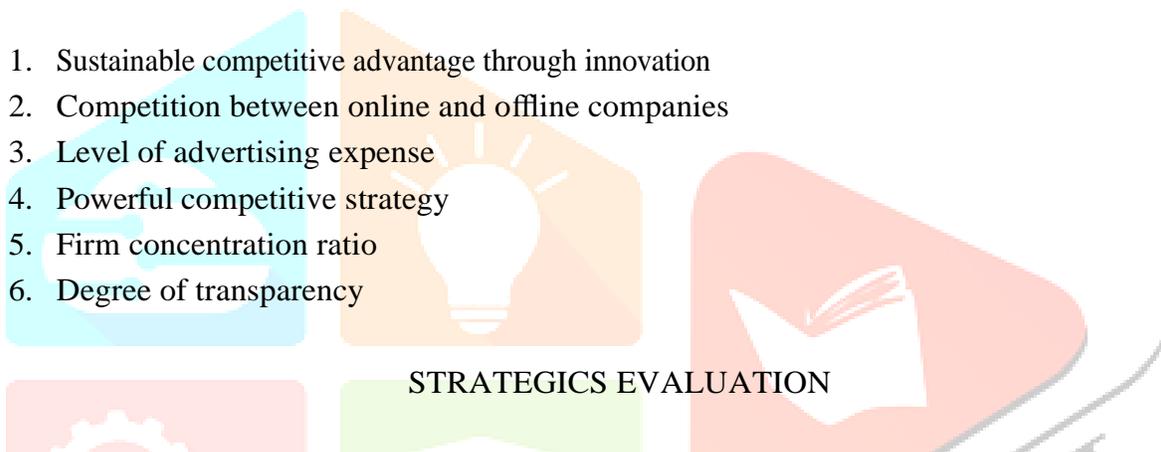
The bargaining power of customer social scribes the market of outputs: the ability of customers to put the firm under pressure, which al soaffects the customer's sensitivity to price changes .Firms can take measure store duce buyer power, such as implementing a loyalty program. The buyer power i s high if the buyer has many alternatives. The buyer power is low if the act in dependently e.g. .If a large number of customers will act with each other and ask to make prices low the company will l have no other choice cause of large number

## Intensity of competitive rivalry

For most industries the intensity of competitive rivalry is the major determinant to the competitiveness so the industry.

Potential factors:

1. Sustainable competitive advantage through innovation
2. Competition between online and offline companies
3. Level of advertising expense
4. Powerful competitive strategy
5. Firm concentration ratio
6. Degree of transparency



Tru e bike India aims to target the remote and rural areas of the country by pushing the sales of its electric two-wheeler range in the countryside of India. This shall consequently help widen the presence and scope of the electric two-wheeler market in India. On the other hand, if compared, E motored - the electric vehicle start-up - is already putting into use, a conventional market strategy in an aggressive and proactive manner by going about establishing electric vehicle hubs, charging spots and touch points in Indian cities such as Bengaluru and Chennai, to start with. According to Tru e bike India, the company aims to deliver eco-friendly mobility solutions in this subcontinent with the second largest population in the world. With the largest network of dealers all over the country already, tru e bike recently crossed the 300 mark in terms of the expansion of point of contacts. Tru e bike product range is available to millions of people throughout the country, allowing every Indian an opportunity to use sustainable mobility and zero-emission solutions. Hence, this leads to the company's plan to start more than 1,000 brand camps in the next two to three years to enter the remotest of areas of India. As of now, boasts of robust network of 300 brand points and has opened 8 new showrooms in places like Baranagar in Madhya Pradesh, Guwahati in Assam, cities of guru gram Haryana, CUTTAK in Maharashtra, Chennai in Tamil Nadu and in Gujarat. Owned Tru e bike is also planning to launch boasts of a15 new touchpoints in cities such as, Hajipur in Bihar, Pratappur in Chhattisgarh and Timarani in Madhya Pradesh and more. According to the company, the showrooms or touchpoints shall offer high-standard sales and service solutions and top-quality facilities besides selling the complete boasts of arrange of products, which are shipped from its state-of-the-art manufacturing facility near Ludhiana, Punjab.

## CONCLUSION

The strategic implementation and evaluation are very essential to every organization. Strategic implementation is the process of putting all plans into actions to attain organizational goals. Through this, a company will be able to move where it wants to be and what it wants to attain. This strategy is essential because it serves as guide for the company in order to achieve its goals. Strategy evaluation helps the company determine whether the plans are achieved or not. If not, the evaluation will help the company determine what went wrong and provide.

