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THESIS REPORT**

**MARKETING COMMUNICATIONS
STRATEGY OF TOYOTA COROLLA 2002 VIS-
À-VIS ITS COMPETETORS**



SUBMITTED TO

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EXECUTIVE SUMMARY

Integrated Marketing Communications (IMC) is one of the modern and popular topics in the area of marketing communications of an enterprise. Integrated Marketing Communications is all about using the different elements of promotional mix i.e. Advertising, Sales Promotions, Direct Marketing and Public Relations. Adoption of techniques like Integrated Marketing Communications results in an enhanced impact than the traditional marketing communications techniques.

Automobile industry is considered to be one of the more sophisticated industries of Pakistan. Toyota Indus Motor Company is one of the biggest players of this industry. Objective of the study was to determine the level of competitiveness used by Toyota Indus Motor Company in the area of Integrated Marketing Communications when it launched its new looks model Toyota Corolla in March 2002. An effort has been made to link the success of Toyota Corolla with the marketing communications strategy for this brand, so that vague idea of the competitiveness of automobile industry in the area of marketing communications is attained before the local market opens free because of WTO free trade agreement.

The conclusion of the study is that although the marketing communication campaign for Toyota Corolla was good enough as compared to its existing competitors but it could have been a lot better. As the Pakistani car market is going to open due to WTO's free trade agreement implementation, the 100% foreign assembled cars are going to come into the Pakistani market. Demand for these cars is expected to be more than that of locally assembled cars. These companies need to develop expertise in different fields to cater for this demand. Marketing communications is one of these fields that can help companies like Toyota Indus Motors to fight for their existing position in the market.

CHAPTER: 1 MARKET ANALYSIS

1.1 Map of Pakistan:

Magellan Geographix SM Santa Barbra, CA (800) 929-4627



Pakistan is divided into four provinces and the state of Azad Jammu and Kashmir. Four provinces are Punjab, Sindh, Blochistan and NWFP.

1.2 Demographics:

Economic Survey of Pakistan 2002, Population Census
Reports & Planning Commission

1.2.1 Total population:

In 1947, 32.5 million people lived in Pakistan. According to the first census in 1951, Pakistani population stood at 33.7 million. By 2001-02, the population is estimated to have reached **145.96 million**. Thus in roughly two generations, Pakistan's population has increased by 113.46 million or has grown at an average rate of 2.8 percent per annum.

1.2.2 Province Wise Population, Land Area and Percent Distribution:

PROVINCE	Area Sq.kms	Year 1951	Year 1981	Year 1998	Year 2002
PAKISTAN	796095 (100)	33816 (100)	84254 (100)	130,600 (100)	145,445 (100)
NWFP	74521 (9.1)	45879 (13.6)	11061 (13.1)	17,555 (13.3)	19,593 (13.54)
FATA	27220 (3.4)	1337 (3.9)	2199 (2.6)	3,138 (2.4)	3,432 (2.3)
PUNJAB	205344 (25.8)	20557 (60.8)	47292 (56.1)	72,585 (55.59)	80,645 (55.5)
SINDH	140914 (17.7)	6054 (17.9)	19229 (22.6)	29,991 (22.97)	33,558 (23.0)
BALUCHISTAN	347190 (43.6)	1187 (3.5)	4332 (5.1)	6,510 (4.99)	7,264 (5.0)
ISLAMABAD	906 (0.1)	94 (0.3)	340 (0.4)	799 (0.61)	951 (0.70)

Source: Economic Survey of Pakistan 2002

1.2.3 Population by Urban Rural Divide:

The urban population at the time of independence was 5 million (15.4%), in 1981, 23.84 million (28%) and in 1998 it was 42.445 million (32.5%). During the period 1981 to 1998 the total population increased by 55 percent whereas the urban and rural population has increased by 60 percent and 40 percent, respectively.

1.2.4 Population by Sex & Rural Divide:

In Thousands (000)

Mid Year	All Areas	Rural areas	Urban areas	Male	Female
1999	136.69	91.91	44.78	71.09	65.60

2000	139.96	93.63	46.13	72.65	67.11
2001	142.86	95.36	47.50	74.23	68.63
2002	145.96	97.06	48.89	75.79	70.17

Source: Economic Survey of Pakistan 2002

1.2.5 Population by Age & Sex Divide:

Age in years)	Total			Rural			Urban		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
All ages	129,176	67,222	61,954	86,225	44,516	41,709	42,951	22,705	20,245
0-4	19,118	9,761	9,357	13,534	6,907	6,627	5,584	2,854	2,730
5-9	20,215	10,571	9,644	14,211	7,466	6,745	6,004	3,105	2,899
10-14	16,732	8,909	7,822	11,106	5,973	5,132	5,625	2,935	2,690
15-19	13,400	6,909	6,490	8,553	4,396	4,157	4,846	2,513	2,333
20-24	11,588	5,815	5,773	7,402	3,610	3,791	4,186	2,205	1,981
25-29	9,521	4,878	4,643	6,092	3,024	3,067	3,429	1,854	1,575
30-34	8,040	4,232	3,808	5,083	2,604	2,479	2,956	1,628	1,328
35-39	6,166	3,254	2,913	3,846	1,984	1,862	2,320	1,270	1,050
40-44	5,745	2,931	2,814	3,669	1,812	1,848	2,086	1,119	967
45-49	4,563	2,360	2,203	2,995	1,512	1,483	1,568	848	720
50-54	4,148	2,200	1,948	2,776	1,458	1,318	1,372	742	630
55-59	2,777	1,505	1,272	1,868	1,001	867	909	504	405
60-64	2,637	1,418	1,219	1,838	987	851	799	431	368
65-69	1,554	850	704	1,076	585	491	478	265	213
70-74	1,408	778	631	1,022	564	458	386	214	172
75 and above	1,563	849	714	1,162	632	530	400	217	183

Source: Economic Survey of Pakistan 2002

1.3 Motor Vehicles on Road:

Economic Survey of Pakistan 2002, National Transport Research Center, Ministry of Communications

The details of number of vehicles on roads and types of vehicles are shown in the table below:

Figures in thousands (000)

Fiscal Year	Motor											
	Cycles/ Scooters	Motor Cars	Jeeps	Station Wagons	Tractors	Buses	Taxi Cabs	Rickshaws	Delivery Vans	Trucks	Others	Total
2000	2,113.0	748.9	66.8	84.5	575.8	91.9	72.6	93.3	184.0	158.6	88.4	4,277.8
2001	2,140.5	758.6	67.6	85.6	583.2	93.0	73.5	94.5	186.4	160.1	89.5	4,332.5

Source: Economic Survey of Pakistan 2002

CHAPTER 2: INDUSTRY OVERVIEW

Magazine: Pakistan Economist 2001
<http://www.pakistaneconomist.com/articals>

The automobile industry generates less than ten percent of the revenue in the industrialized world which not only help rapid industrialization but also provide mass employment and in Pakistan it contributes more than 12 billion rupees to the GDP.

An automobile has over 2000 components and parts out of which the assemblers usually concentrate on the manufacturing of small but critical parts while the remaining parts are supplied by the vendors and the subcontractors.

However Pakistan has so far been lagging behind in the development of the engineering industry as compared with other developing countries in the region, just a couple of years ago the only mentionable in the engineering industry in the country is that of textile and cultivation.

In Pakistan the automobile components manufacturing industry consists of mainly units producing original components for assembly under deletion program and units producing reconditioned and original components for local use.

These units are in three types which include the original equipment manufacturers, independent manufacturers and the ancillary industry producing small parts and non-automotive items.

There are more than 800 vendors (local suppliers of ready manufactured parts) in the country with a total investment of over eight billion rupees, they are engaged in the manufacturing of original components for the assembly operation under the deletion program as well as producing reconditioned and original components for sale in the local market.

They manufacture and supply the local car assemblers with auto parts such as pistons, engine valves, gaskets, camshafts, shock-absorbers, struts, steering mechanism, cylinder head, wheel hubs, brake drums, wheels, bumpers, instruments and instrument panels, gears of all types, radiators, cylinder liners, blinkers, lights, doors and door locks as well as auto air conditioners.

The planned production capacity of the automobile, if all the factories operate on full production capacity should produce over 102,000 units every year.

The automobile industry in Pakistan can be broadly categorized into following segments:

- Cars and Light Commercial Vehicles (LCVs)
- Two and Three Wheelers
- Tractors
- Trucks and Buses
- Vendor Industry

As the study deals with the marketing communication of Toyota, which is only in the segment of cars and light commercial vehicles (LCVs), the details will be limited to this segment only.

2.1 Cars and Light Commercial Vehicles (LCVs):

2.1.1 Major Players of the Market:

Export Advisory Cell, Ministry of Industries and Production http://www.eac.gov.pk/
--

- ***Pak Suzuki Motor Co. Ltd, Karachi:*** Pak Suzuki Motor Co. Ltd, Karachi is a public limited company with 72.82% shares and management held by Suzuki Motor Corporation, Japan.
- ***Toyota Indus Motor Co. Ltd, Karachi:*** Toyota Indus Motor Co. Ltd, Karachi is a joint venture between Habib Group, Pakistan and Toyota Tsusho Corporation, Japan.
- ***Honda Atlas Cars (Pak) Ltd, Lahore:*** Honda Atlas Cars (Pak) Ltd, Lahore is a Joint venture between Atlas Group, Pakistan and Honda Motor Co. Japan.
- ***Ghandhara Nissan Ltd:*** Ghandhara Nissan Ltd. is a Technical cooperation agreement with Nissan Motors, Japan.

New Entrants

- ***Daihatsu Motors Ltd:*** Daihatsu Motors Ltd is a Joint venture between Indus Motors Pakistan Ltd and Daihatsu Motors, Japan.
- ***Dewan Farooq Motors Ltd:*** Dewan Farooq Motors Ltd. is a Technical cooperation agreement with Hyundai Corporation, South Korea.

2.1.2 Production:

Capacity:

Pak Suzuki Motor Co. Ltd, Karachi	50,000 Units / annum
Indus Motor Co. Ltd, Karachi	20,000 Units / annum
Honda Atlas Cars (Pak) Ltd, Lahore	5,000 Units / annum
Ghandhara Nissan Ltd	10,000 Units / annum
Daihatsu Motors Ltd	10,000 Units / annum
Dewan Farooq Motors Ltd	10,000 Units / annum
Total	105,000 Units / annum

Source: Export Advisory Cell, Ministry of Industries and Production, Data Collection year 2000

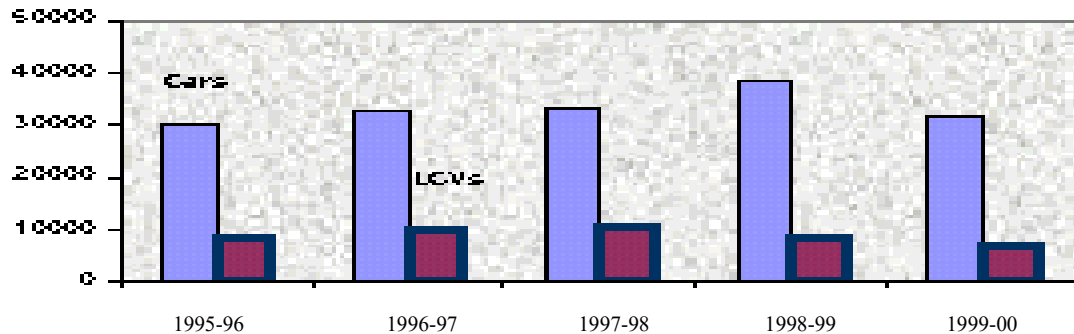
Capacity Utilization and Actual Production:

Capacity utilization trends of cars and LCVs from year 1995 till 2000 are shown in the following table:

Product	1995-96			1996-97		1997-98		1998-99		1999-2000	
	Capacity (000)	Prod. (000)	Cap.Util	Prod. (000)	Cap.Util	Prod. (000)	Cap.Util	Prod. (000)	Cap.Util	Prod. (000)	Cap.Util
Cars	70	30.013	42.8%	32.731	46.7%	33.629	48.0%	38.68	55.2%	31.822	45.5%
LCVs	35	8.245	20.5%	9.754	27.8%	10.492	29.9%	8.701	24.9%	7.036	20.1%

Source: Export Advisory Cell, Ministry of Industries and Production, Data Collection year 2000

Production of Cars and LCVs:



Source: Export Advisory Cell, Ministry of Industries and Production, Data Collection year 2000

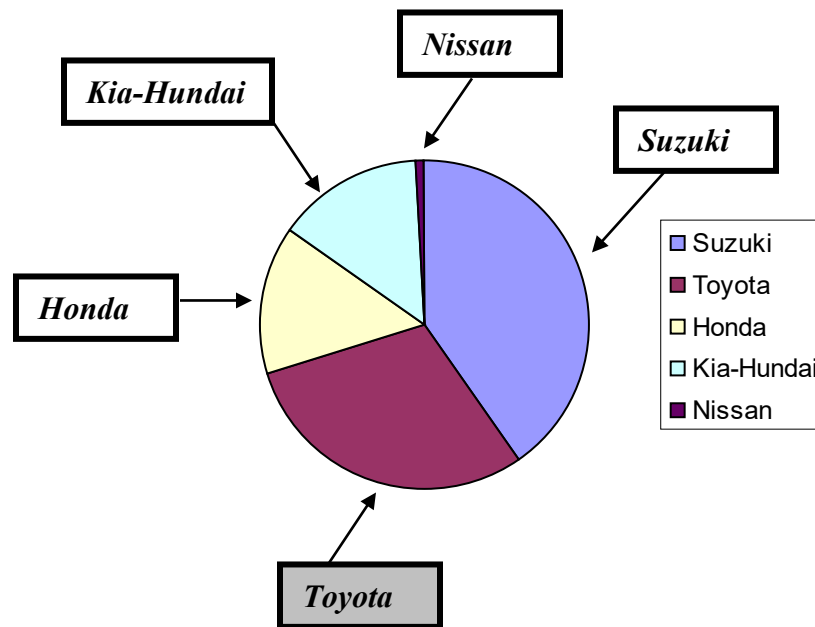
Production trends of cars and LCVs from the year 1995 till 2000 are shown in the figure above. Analysis of figures shows a growth of 27.5 % for cars and 4.2% for LCVs for the period 1995-96 till 1998-99. During the year 1999-2000 there was a decline of 16.8% in the sale of cars and 13.4% in the sale for LCVs as compared to 1998-99.

2.1.3 Market Share:

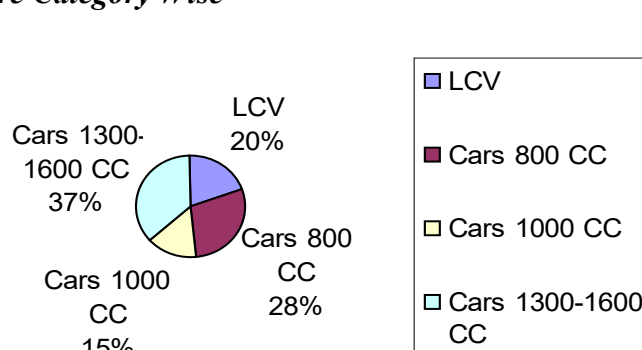
The respective market share of the industry players is shown in the following table and pie chart.

<i>Company</i>	<i>Market Share</i>
Pak Suzuki Co (Suzuki.)	40.2%
Indus Motor Company (Toyota, Daihatsu)	29.8%
Honda Atlas Motor Company (Honda)	14.7%
Dewan Farooq Motors (Kia-Hyundai)	14.5%
Ghandhara Nissan (Nissan)	0.8%

Source: Export Advisory Cell, Ministry of Industries and Production, Data Collection year 2000

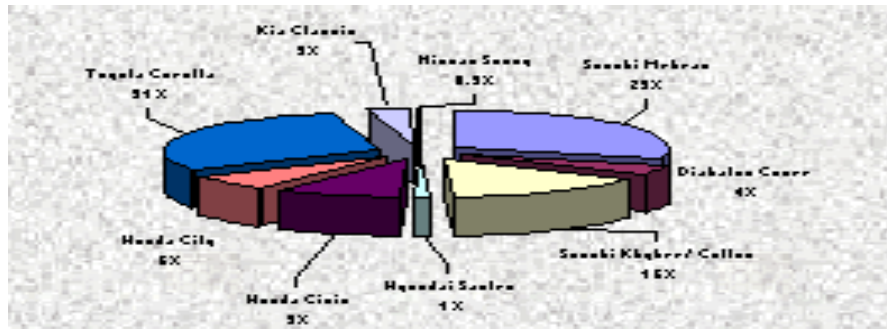


Market Share Category Wise



Source: Export Advisory Cell, Ministry of Industries and Production, Data Collection year 2000

Market Share Car Model Wise

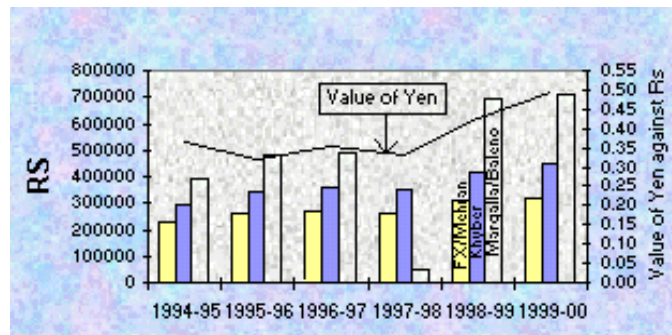


Source: Export Advisory Cell, Ministry of Industries and Production, Data Collection year 2000

2.1.4 Price Trends:

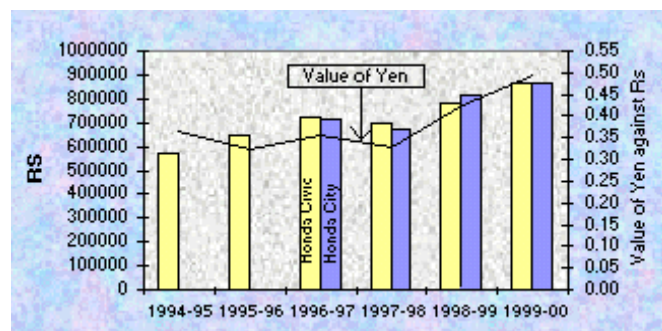
The selling prices of different makes of cars over the last five years are graphically illustrated below. Prices are average for all models and as of 30th June of each year:

Pak-Suzuki Prices Vis-à-vis Yen



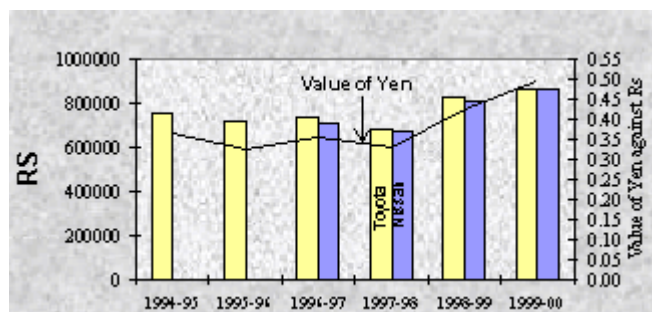
Source: Export Advisory Cell, Ministry of Industries and Production, Data Collection year 2000

Honda Prices Vis-à-vis Yen



Source: Export Advisory Cell, Ministry of Industries and Production, Data Collection year 2000

Toyota and Nissan Prices Vis-à-vis Yen



Source: Export Advisory Cell, Ministry of Industries and Production, Data Collection year 2000

Value of Japanese Yen has appreciated from 0.312973 in December 1994 to 0.496478 to a rupee as of June 30, 2000 i.e. appreciation of 58.6%. Pak Suzuki prices increased during the same period by 57%, Toyota/ Nissan by 18% and Honda by 36%.

2.1.5 Tariffs for Car Industry

The frame work of tariffs for car industry in Pakistan is given as under:

		Tariff
1.	Raw Materials	10%
2.	Sub-Components	15%
3.	Components for sub-assemblies & Assemblies	25%
4.	CKD Kits (SRO 502(1)94)	
	- Cars upto 1600cc	35%
	- Diesel Cars	35%
5.	Tariff on Completely Built Units (CBUs)	
	- Upto 1000 cc	100%
	- Upto 1300 cc	120%
	- Upto 1800 cc	150%
	- Above 1800 cc	225%

Source: Export Advisory Cell, Ministry of Industries and Production, Data Collection year 2000

2.2 WTO and Deletion Program:

On 17 November, 2000 Commerce and Industries Minister Abdul Razzak Dawood asked the auto manufactures to prepare a comprehensive policy for deletion program and disclosed that the government would soon announce a policy for automobile industry after holding talks with the vendor industry.

Source: Daily the Dawn, 04 December 2002, article by S. Hasan Asad <http://dawn.com>

Pakistan is seeking two-year extension (i.e. till December 2003), in transition period for the elimination of Trade Related Investment Measures (TRIMs) under the World Trade Organization (WTO) for all goods and sectors.

The deletion program for automotive sector would be fully phased out by December 2006 as originally planned. A consensus opinion of auto- industry stakeholders is, however, still in the making.

Source: Daily the Dawn, 17 September 2002 , article by Khalil Kyani http://dawn.com

2.3 Porter's Forces Model:

2.3.1 Threat of New Entrants:

The threat of new entrants in the car market of Pakistan is relatively high. Although high capital requirements, access to distributors and economies of scale factors go against it but this whole new scenario has been developed because of implementation of WTO's free trade agreement. With the implementation of WTO's free trade agreement, market will be opened free for foreign car manufacturers hence new entrants are bound to be there in the next 3 to 4 years. One important thing more to mention about WTO's free trade agreement is that it may also force to lift the ban on import of reconditioned cars creating a much greater in the car industry of Pakistan.

2.3.2 Threat of Substitutes:

Threat of substitutes for the car industry of Pakistan is relatively low. This is because of high recent rate of growth in the automobile industry and very recent decline in the fuel prices. Moreover, the substitutes like public transport lack quality services. Although quality service providers like Daewoo have entered the public transport industry, they only have a greater impact on the travel decisions like long route journeys. So in the Pakistani market a car remains as important as it used to be.

2.3.3 Supplier Power:

Supplier power is greater in this case of imports e.g. engine. This is because most important parts e.g. engine is still imported from the parent organization i.e. in case of Toyota Corolla in Pakistan, Toyota Motors Corporation Japan provide the most integral parts. Supplier power incase

of local suppliers of parts is relatively. This is because of a large number of local vendors i.e. 800 vendors are present with in the country.

2.3.4 Buyer's Powers:

Buyer's powers are very less because of company stated and standardized price. This is also evident from the resent shortage case of Toyota Corolla. Many buyers had to weight more than the delivery date and they were not able to do anything about it.

2.3.5 Rivalry:

Rivalry among firms is intense. This is because of industry becoming more and more competitive and new entrants. This is also evident from the leg pulling types of advertisements by Honda and Toyota. Future prospects are that due to implementation of WTO free trade agreement, more and more competitors are going to enter into the market making this rivalry more intense.

CHAPTER 3: COMPANY BACKGROUND

3.1 Toyota Motors Corporation International:

Toyota Motor Corporation is the third largest automaker in the world and produces a full range of model offerings — from mini-vehicles to large trucks. Global sales of its Toyota and Lexus brands, combined with those of Daihatsu and Hino, totaled 5.94 million units in CY2001. As of March 2002, besides its 12 own plants in Japan, Toyota has 54 manufacturing companies in 27 countries/locations, which produce Lexus and Toyota-brand vehicles and components, employs 246,700 people worldwide (on a consolidated basis), and markets vehicles in more than 160 countries.

Automotive business, including sales finance, accounts for more than 90% of the company's total sales, which came to a consolidated ¥15.1 trillion in the fiscal year to March 2002. Toyota also has a growing portfolio of diversified operations, with ventures in telecommunications, prefabricated housing and leisure boats. Toyota's Lexus- and Toyota-brand vehicles rank among the world's highest-quality cars in third-party surveys of customer satisfaction.

3.1.1 Sales:

Sales of Toyota with respect to number of vehicles and region are shown in the following table:

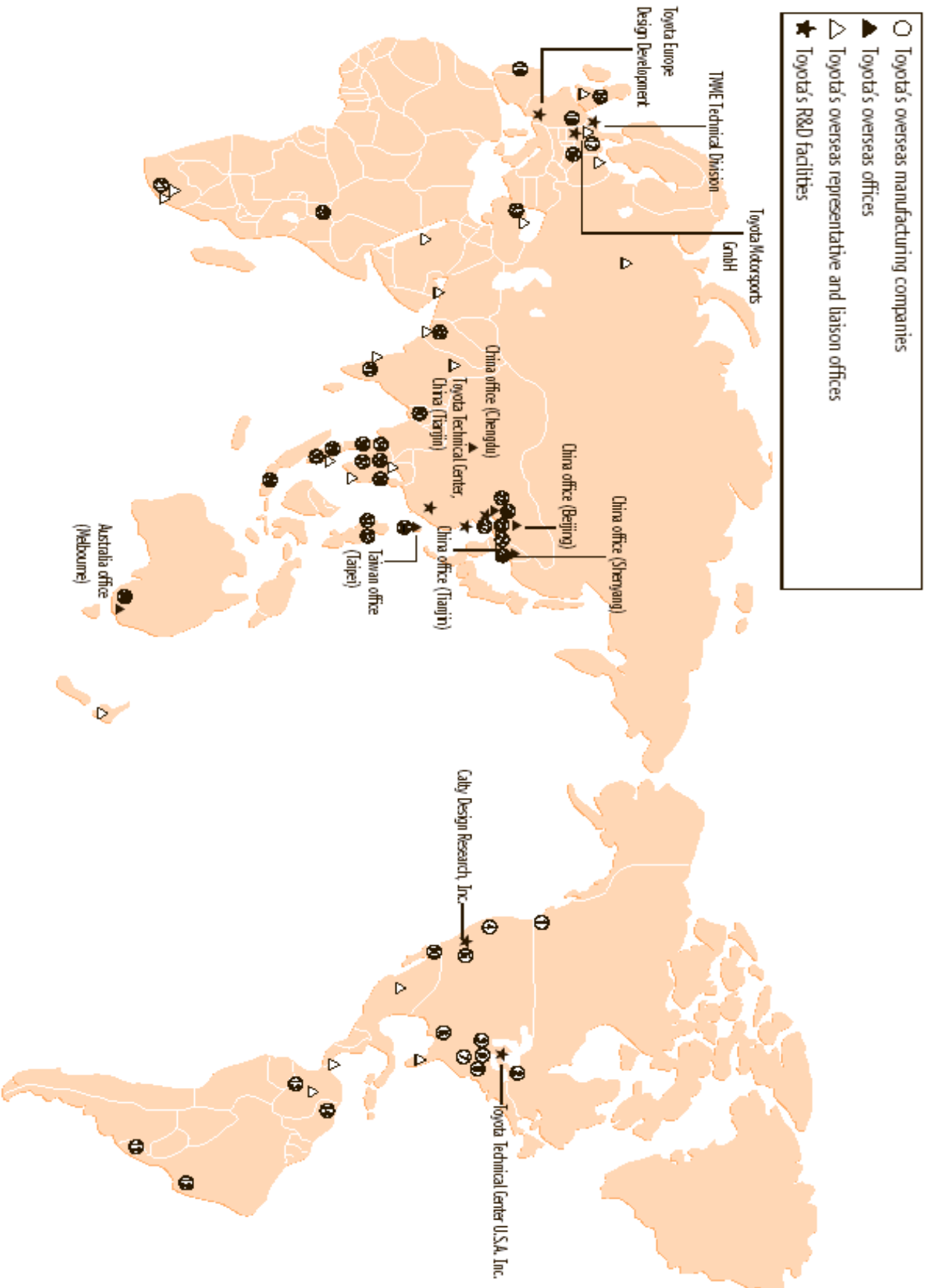
(1 = 1000)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
North America	1,125.4	1,116.4	1,174.1	1,169.2	1,251.5	1,356.7	1,516.0	1,631.3	1,766.3	1,893.6
Latin America & the Caribbean	79.6	90.3	78.9	96.0	82.2	115.1	125.0	99.9	105.6	107.5
Europe	423.4	393.8	389.3	384.1	411.9	471.2	540.9	592.3	655.8	666.0
Africa	123.8	121.7	113.8	136.2	135.5	143.6	129.7	123.2	121.8	126.5
Asia	325.3	386.3	413.7	433.0	444.8	417.9	229.5	252.9	339.3	342.2
Oceania	134.8	147.1	152.6	145.0	144.2	148.2	176.5	171.8	176.7	162.2
Middle East & Southwest Asia	199.8	184.8	159.3	132.8	151.7	185.0	212.4	186.6	217.2	248.6
Overseas total	2,412.0	2,440.4	2,481.6	2,496.2	2,621.8	2,837.6	2,930.0	3,058.1	3,382.7	3,546.7
Domestic total	2,228.9	2,065.7	2,040.9	2,060.1	2,135.3	2,005.9	1,711.0	1,664.4	1,771.7	1,715.2
Worldwide total	4,640.9	4,506.1	4,522.5	4,556.3	4,757.1	4,843.5	4,641.0	4,722.5	5,154.3	5,261.9

Source: Toyota Motors Corporation, Data Collection year 2002


3.1.2 Toyota's World Wide Presence:

<p>Asia Pacific Australia</p> <p>A American Samoa Australia</p> <p>B Brunei Darussalam</p> <p>C China</p> <p>F Fiji</p>	<p>G Guam</p> <p>H Hong Kong, China</p> <p>I India Indonesia</p> <p>K Kuwait</p>	<p>M Malaysia</p> <p>N Nepal New Zealand</p> <p>P Pakistan Papua New Guinea Philippines</p>	<p>S Saipan Samoa Saudi Arabia Singapore Solomon Islands Sri Lanka</p> <p>T Taiwan Thailand Tonga</p> <p>U United Arab Emirates</p>	<p>V Vanuatu Viet Nam</p>
<p>Africa Europe</p> <p>A Austria</p> <p>B Belgium</p> <p>C Croatia Cyprus Czech Republic</p> <p>D Denmark</p> <p>E Egypt Estonia</p>	<p>F Finland France</p> <p>G Germany Great Britain Greece</p> <p>H Hungary</p> <p>I Iceland Ireland Italy</p>	<p>L Latvia Lithuania Luxembourg</p> <p>M Malawi Mauritius Morocco</p> <p>N Netherlands Nigeria Norway</p>	<p>P Poland Portugal</p> <p>R Russian Federation</p> <p>S Slovakia Slovenia South Africa Spain Canary Islands, Spain Sweden Switzerland</p>	<p>T Tunisia Turkey</p> <p>Y Yugoslavia</p> <p>Z Zimbabwe</p>
<p>America</p> <p>A Antigua and Barbuda Argentina Aruba</p> <p>B Barbados Bahamas Belize Bermuda Bolivia Brazil</p> <p>C Canada Chile Colombia (SOFASA) Costa Rica Curacao</p>	<p>D Dominican Republic</p> <p>E Ecuador El Salvador</p> <p>F French Guiana</p> <p>G Grand Cayman Grenada Guadeloupe Guatemala Guyana</p>	<p>H Haiti Honduras</p> <p>J Jamaica</p> <p>M Martinique Mexico Montserrat</p> <p>N Nicaragua (ALF) Nicaragua (AUTO)</p>	<p>P Panama Paraguay Peru Puerto Rico</p> <p>S Saint Kitts and Nevis Saint Lucia Saint Vincent and the Grenadines St.Maarten</p> <p>T Trinidad and Tobago</p>	<p>U United States of America Hawaii, USA Uruguay</p> <p>V Venezuela</p>



TOYOTA PRODUCT LINEUP

3.1.2 Toyota Product Line up:

LEXUS PRODUCT LINEUP

					
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3.2 Indus Motors Company:

<http://www.toyot-indus.com>

Indus Motor Company (IMC) is a joint venture between the [House of Habib](#) , [Toyota Motor Corporation Japan \(TMC\)](#) , and [Toyota Tsusho Corporation Japan \(TTC\)](#) for assembling, progressive manufacturing and marketing of Toyota vehicles in Pakistan since July 01, 1990. IMC is engaged in sole distributorship of Toyota and [Daihatsu Motor Company Ltd.](#) vehicles in Pakistan through its dealership network. The company was incorporated in Pakistan as a public limited company in December 1989 and started commercial production in May 1993. The shares of company are quoted on the stock exchanges of Pakistan. Toyota Motor Corporation and Toyota Tsusho Corporation have 25 % stake in the company equity. The majority shareholder is the House of Habib with 50 % of the equity.

IMC's production facilities are located at Port Bin Qasim Industrial Zone near Karachi in an area measuring over 105 acres.

Indus Motor company's plant is the only manufacturing site in the world where both Toyota and Daihatsu brands are being manufactured. Heavy investment was made to build its production facilities based on state of art technologies. To ensure highest level of productivity world-renowned Toyota Production Systems are implemented.

IMC's product line includes 6 variants of the newly introduced Toyota Corolla, Toyota Hilux Single Cabin 4x2 and 2 versions of Daihatsu Cuore.

3.3 Toyota Corolla:

<http://www.pakistaneconomist.com>

Toyota Corolla is the market leader in the segment of 1300cc to 2000cc cars. The popularity of this brand has enabled the company to claim itself to the best selling car of the world. On 3rd march 2002 Toyota introduced the new model of Toyota Corolla which has been different from the traditional models of Corolla. The brand has first time entered the segment of 'Stylish' cars. Previously the sole emphasis has had been on the 'Quality' of the car.

The New Corolla has broken away from conventional mode exuding a fresh, bold, youthful and luxurious image to fulfill the expectations of a New Century Automobile. The basic philosophy of Quality, Durability and Reliability (QDR) of the Corolla has been perfectly blended with New Century Value (NCV).

The New Corolla is now the largest size in its category. The car has an elegant two-tone interior, in sophisticated beige rather than the conventional gray or black, showing a comfortable and spacious cabin.

3.3.1 Exterior



3.3.2 Interior:



3.3.3 Specifications:

Basic						
	1.3L XLI	1.3L GLI	1.6L SE Saloon	1.6L SE Saloon A/T	2.0 D	2.0 D Saloon
Exterior (LxWxH)	4530mm x1705mm x1480mm					
Interior (LxWxH)	1915mm x 1430mm x 1230mm					
Wheel Base	2600					
Minimum Turning Radius	4.6 m					
Engine Type	2NZ - FE		3ZZ - FE		2C	
Engine Displacement (cc)	1299		1598		1975	
Fuel System	EFI				Fuel Injection	
Transmission	5 M/T			4 A/T (ECT) W/CO	5 M/T	
Brakes (FR/RR)	Ventilated Disc/Disc					
Supension (FR/RR)	Leading Arm Macpherson Strut Coil Spring ETA Torsion Beam, Macpherson Strut Coil Spring					
Stabilizer Bar	Front/ Rear					
Steering System	Power					
Tyres	175/70 R14	175/70 R14	185/65 R14		175/70 R14	185/65 R14
Fuel Cut System	X	X	✓	✓	X	

Exterior						
Antenna	Manual Pillar Type					
Bumpers	Coloured					
Crystal Headlights	4 Lamp Multi Reflector					
Door Mirrors	Manual	Power (Coloured)			Manual	Power (Coloured)
Door Sash Back	✓	✓	✓	✓	✓	✓
Front Wipers	Intermittent		Var-Intermittent		Intermittent	Var-Intermittent
High mounted Stop Lamp	X	✓	✓	✓	X	✓
Laminated Tinted Windscreen	✓	✓	✓	✓	✓	✓
Mud flaps (FR/RR)	Black	Black	Coloured (RR only)			
RR Garnish	Coloured					

Side Impact Bars	✓	✓	✓	✓	✓	✓
Side Protection Moulding	Black		Coloured		Black	Coloured
Side Skirts	X	X	✓(Coloured)		X	✓(Coloured)
Wheel Caps	Full		X		Full	
Wheel Rims	Steel		Alloy		Steel	

Interior						
Air Conditioner	✓	✓	✓	✓	✓	✓
Cassette Player W/AM/FM Radio	✓	✓	✓(With CD Player and Remote Control)		✓	✓(With CD Player and Remote Control)
Central Door Locking	X	✓	✓	✓	X	✓
Digital Clock	✓	✓	✓	✓	✓	✓
Digital Trip Meter	✓	✓	✓	✓	✓	✓
Door Trim	Vinyl		Fabric		Vinyl	Fabric
Foot Rest	✓	✓	✓	✓	✓	✓
Heater	✓	✓	✓	✓	✓	✓
Key Reminder Warning	✓	✓	✓	✓	✓	✓
Leather Gear Shift Knob	X	✓	✓	✓	X	✓
Light On Warning	✓	✓	✓	✓	✓	✓
Optitron Meter	X	X	✓	✓	X	✓
Power Windows	X	✓	✓	✓	X	✓
Reverse Gear Warning	X	X	X	✓	X	X
RR SeatArm Rest (Centre)	X	X	✓(With Cup Holder)		X	✓(With Cup Holder)
RR Console Box	W/Lid	W/Lid	W/2 Level Lid (F)		W/Lid	W/2 Level Lid (F)
RR Head Rest	Adjustable					
Roof Lining	Moulded					
Seat Belt (FR)	3 Point ELR x 2 (W/ Adjustable Anchorage)					
Seat Belt (RR)	X		3 Point ELR x 2 Lap Type x 1		X	3 Point ELR x 2 Lap Type x
Seat Material	Fabric					

Shift Position Indicator	X	X	X	✓	X	X
Speakers	2	4	6		2	6
SRS airbag (Driver)	X	X	✓(Electronic)		X	✓(Electronic)
Steering Wheel	3 Spoke		4 Spoke Leather		3 Spoke	4 Spoke Leather
Sunvisor	D + P W/Mirror and Card Holder					
Tachometer	X	✓	✓	✓	X	✓
Tilt Steering	✓	✓	✓	✓	✓	✓
Trunk Lamp	✓	✓	✓	✓	✓	✓
Wood Grain Finish Centre Console	X	X	✓	✓	X	✓
Wood Grain Finish Arm Rest	X	X	✓	✓	X	✓

Source: <http://www.toyot-indus.com>

3.3.4 Prices:

Model	Price
XLI 1.3	Rs. 849,000
GLI 1.3	Rs. 939,000
2.0 D	Rs. 999,000
2.0 D Saloon	Rs. 1,189,000
S. E. Saloon 1.6	Rs. 1,079,000
S. E. Saloon A/T	Rs. 1,169,000

Source: <http://www.toyot-indus.com>

3.4 SWOT Analysis:

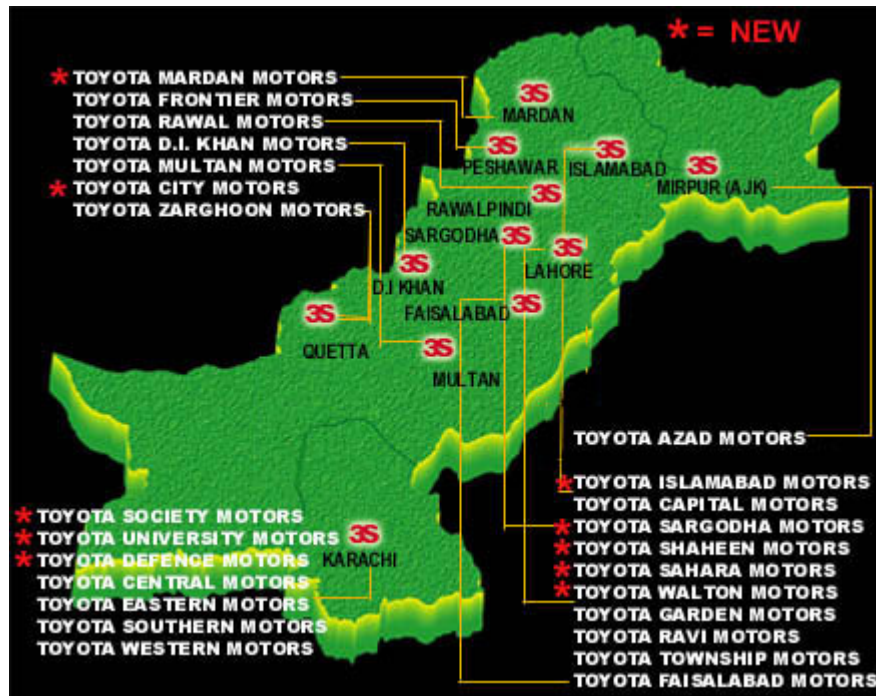
3.4.1 Strengths:

- **Brand Name:**
Being one of the very first entrants of the market and a history of producing successful automobiles, Toyota enjoys a very strong brand name.
- **Toyota Quality:**
Producing high quality vehicles is one of the core competencies of Toyota.
- **Financial Performance:**

A proven track record of producing successful products has enabled Toyota to remain in a financially strong position.

- **Strong Dealership Network:**

Genuine Spare parts of Toyota are available at 25 Dealers throughout Pakistan. They claim to provide service to Over 150,000 vehicles in the past twelve month. Along with state of the art equipment the staff at the dealership acquires training on a



regular basis to keep themselves at a parallel pace with the customer needs.

Source: <http://www.toyot-indus.com>

- **Sophisticated Production Systems:**

Toyota has state of the art production systems which enable them to produce good quality vehicles.

3.4.2 Weaknesses:

- **Too Much Emphasis on One Car:**

In Pakistan, Toyota offers only one car in the category of 1300-2000cc i.e. Toyota Corolla.

- **Production versus Demand:**

Production facilities of Toyota in Pakistan have not proved to be enough for the raising demand.

3.4.3 Opportunities:

- **Small Vehicles:**

With the oil prices going up, more and more consumers are shifting toward cars with lesser power and more economy. Toyota Indus Motor Company has launched its Courto to cater for this segment.

- **Natural Gas Vehicles:**

NGVs are becoming more and more popular day by day because of proving to be economical cars. Toyota may introduce a company fitted CNG car to benefit from this situation.

- **Toyota Camry:**

People of Pakistan exhibit a variety seeking behavior, so only one model for the segment of 1600-2000CC cars is not enough .Toyota can introduce its car Camry add more variety into the product line in Pakistan.

3.4.4 Threats:

- **WTO & Reconditioned Cars:**

With the implementation of WTO's free trade agreement, local market is going to open for foreign cars and reconditioned cars. Most of the customers in Pakistani market find those cars more interesting than local cars like Toyota Corolla. This may become a challenge to sort out for Toyota Indus Motor Company in the near future.

- **Black Marketing:**

Raising demand for Toyota Corolla has shown the way to some people to black market the new Toyota for Rs.200000 over original price. This may give the company a bad name.

- **Sustaining Style:**

Style is not one of the core competencies of Toyota. Sustaining stylish looks requires continuous introduction of new models. Toyota might just find it difficult to sustain the newly claimed stylish looks.

CHAPTER 4: LITERATURE REVIEW

4.1 The Elements of Communications/Promotional Mix:

Promotional activities like advertising, personal selling, sales promotions and public relations are called as the elements of communications/promotional mix. These are defined one by one as:

Advertising is any paid, non-personal presentation of information about a product, brand, company or store.

Personal Selling involves direct personal interactions between a potential buyer and a sales person.

Sales Promotions are direct inducements to the customers to make a purchase.

Public Relations is a form of communication management that seeks to influence the feelings, opinions, or beliefs held by customers potential customers, stockholders, suppliers, employees, and other publics about a company or its products or services.

Direct marketing consists of the various communications channels that enable companies to make direct contact with individual buyers.

A combination of these five elements is called the *communication mix/promotional mix*. Ideally a marketing manager should develop a coherent overall promotional/ marketing communication strategy that combines the four elements into an effective mix.

Consumer Behavior and Marketing Strategy. Third edition by J. Paul Peter and Jerry C. Olson 1993, Richard D. Irwin Inc.

The detailed explanations of the elements of the communications mix are given as under:

4.2 Advertising

As defined earlier, advertising is any paid form of non-personal communication about an organization, good, service or idea, by an identified sponsor.

4.2.1 Types of Advertisements

Advertisements basically consist of two types: *product* and *institutional*.

Product Advertisements:

Product advertisements are focused on selling a good or service. Product advertisements take three forms: **(1) pioneering (or informational)** **(2) competitive (or persuasive)** **(3) reminder**.

Pioneering advertisements tell people what a product is, what it can do, and where it can be found. The basic objective of pioneering ad is to inform the target market.

Competitive ads are those that promote a specific brand's features and benefits. The object of these messages is to persuade the target market to select the firm's brand rather than that of competitor. An increasingly common form of competitive advertisement is *comparative* advertising. Comparative advertising shows one brand's strengths relative to those of competitor brands.

Reminder advertising is the advertising that reinforces the previous knowledge. Another type of reminder ads is *reinforcement*, which is used to assure current users that they continue using the company's brand.

Institutional Advertisements

Institutional advertisements are the advertisements that build the goodwill or an image for the organization, rather than promote a specific good or service. Four different forms of institutional advertisements are commonly used: **(1) advocacy advertisements (2) pioneering institutional advertisements (3) competitive institutional advertisements (4) reminder institutional advertisements.**

Advocacy advertisements state the position of a company on a specific issue.

Pioneering institutional advertisements are used for announcements about what company is, what it can do or where is it located.

Competitive institutional advertisements promote the advantages of one product class over another and are used in markets where different product class competes for the same buyer.

Reminder institutional advertisements simply bring the company's name to the attention of the target market again.

Marketing, Fifth edition by Berkowits, Kerin, Hartley, Rudelius 1997
Irvin McGraw Hill Company

4.2.2 Developing the Advertisement Program:

Developing of the advertisement program focuses on the four Ws:

(1) Who is the target audience?

It is identifying the prospective buyers towards which an advertisement program is directed.

(2)What are the advertising objectives, amount of money that can be budgeted for the advisement program, and the kinds of copy to use?

A decision must be reached on what advertising should accomplish. After that the company must also decide how much to spend. Different methods use to set the advertising budget are: *percentage of sales, competitive parity, all you can afford and objective & task.*

(3)Where the advertisement should be run?

This is the question of selecting the right *advertising media*, the means by which the message is communicated to the target audience. The “media selection” decision depends on the target audience, type of products, nature of the message, campaign objectives, available budget and the cost of the alternative media. The different examples of advertising media are: *Television, Radio, Magazines, Newspapers, Direct mail and Out door (billboards).*

(4)When the advertising should be run?

Refers to selection of right time to run the advertisement.

Marketing, Fifth edition by Berkowits, Kerin, Hartley, Rudelius 1997 Irvin McGraw Hill Company

4.2.3 Evaluating the Advertisement Program:

Posttests are used to evaluate an advertisement program. Five common approaches to post-testing are:

Aided Recall

After showing an ad, respondents are asked whether their previous exposure to it was through reading, viewing or listening.

Unaided Recall

A question such as, “what ads do you remember seeing yesterday?” is asked of the respondents without any prompting to determine whether they saw or herd advertising message.

Attitude Test

Respondents are asked questions to measure the changes in their attitudes after an advertisement campaign, such as whether they have a more favorable attitude towards the product.

Inquiry Tests

Additional product information, product samples, or premiums are offered to an ads reader or viewer. Ads generating the most inquiries are considered to be the most effective.

Sales Tests

Sales tests involve studies such as controlled experiments (e.g. using radio ads in one market and newspaper ads in another and comparing the results) and consumer purchase tests (measure retail sale that result from given a given advertising campaign).

Marketing, Fifth edition by Berkowits, Kerin, Hartley, Rudelius 1997
Irvin McGraw Hill Company

4.3 Personal Selling

Personal selling is the oral presentation in a conversation with one or more prospective purchasers for the purpose of making a sale. Normally annual expenditures on personal selling are substantially larger than advertising, perhaps twice as much. Advertising and personal selling share some common features, including creating awareness of the product, transmitting information, and persuading people to buy.

Strategic Marketing, Fifth edition by David W. Cravens 1997 Irvin
McGraw Hill Company

4.3.1 The Forms of Personal Selling

Broadly speaking, there are three types of personal selling: *Order taking*, *Order getting* and *Sales support activities*.

Order Taking

In order taking, an *order taker* processes routine orders or reorders for products that were already sold by the company. The primary responsibility of order takers is to preserve an ongoing relationship with existing customers and maintain sales.

Order Getting

In order getting, an *order getter* sells in a conventional sense and identifies prospective customers, provides customers with information, persuades customers to buy and follows up on customer's use of a product or service.

Sales Support Personnel

Sales personnel include: Missionary sales people, Sales engineer, Team selling, Conference selling and seminar selling.

Marketing, Fifth edition by Berkowits, Kerin, Hartley, Rudelius 1997
Irvin McGraw Hill Company

4.4 Sales Promotions:

Sales promotion is a short term inducement of value offered to arouse interest in buying a good or service. Sales promotions are offered to intermediaries as well as to ultimate consumer.

Marketing, Fifth edition by Berkowits, Kerin, Hartley, Rudelius 1997
Irvin McGraw Hill Company

4.4 Types of Sales Promotions:

Sales promotions are divided into three main types: *end-user* or *consumer*, *reseller* or *trade*, and *sales force strategies*.

(1) Consumer Sales Promotions:

Consumer sales promotions are directed towards the ultimate user of goods and services. Different consumer sales promotions are:

Price Deals are a temporary reduction in the price of a product.

Coupons are legal certificates offered by manufacturers and retailers that grant specified savings on selected products when presented for redemption at the point of purchase.

Contests are sales promotional activities that require participants to compete for a prize on the basis of some skill or ability.

Sweep Stakes are sales promotional activities that require participants to submit their names to be included in a drawing or other type of chance selection.

Refund and Rebates is an offer by the marketer to return a certain amount of money to the consumer who purchases the product.

Premium is a tangible reward received for performing a particular act, such as purchasing a product or visiting the point of sale.

Continuity Program is a program that requires the consumer to continue purchasing the product or service in order to receive a reward.

Consumer Sampling is an offer that allows the consumer to use or experience the product or service free of charge or a very small fee.

Advertising Principles and Practice, Third edition by William Wells,
John Burnett, Sandra Moriarty, 1995 Prentice-Hall, Inc.

(2) Reseller (Trade) Sales Promotions:

Sales promotions that are directed towards resellers or intermediaries are called reseller/trade promotions. Different reseller sales promotions are:

Point of Purchase Display (P-O-P) is a display designed by the manufacturer and distributed to retailers in order to promote a particular brand or line of production.

Contests and Sweep Stakes are directed towards dealers too.

Trade Shows and Exhibits allow demonstrating the product, developing information, answering questions, comparing competing brands and writing orders.

Push Money Incentive Program (Spiff) is a monetary bonus paid to a salesperson based on units sold or a period of time.

Dealer Loader Incentive Program is a premium given to a retailer by manufacturer for buying a certain quantity of products.

Trade Deals are an arrangement in the retailer agrees to give the manufacturer's products a special promotional effort in return for product discounts, goods or cash.

Advertising Principles and Practice, Third edition by William Wells, John Burnett, Sandra Moriarty, 1995 Prentice-Hall, Inc.

(3) Sales-Force Strategies:

Sales-force sales promotions are simply activities directed at the firm's sales people to motivate them to strive to increase their sales. These activities are classified into two ways. The first set of activities includes programs that better prepare sales people to do their jobs, such as sales manuals, training programs, and sales presentations. The second set of activities is concerned with promotional efforts or incentives that will motivate people to work harder.

Advertising Principles and Practice, Third edition by William Wells, John Burnett, Sandra Moriarty, 1995 Prentice-Hall, Inc.

4.5 Publicity / Public Relations:

As defined earlier public relations is a form of communication management that seeks to influence the feelings, opinions, or beliefs held by customers, potential customers, stockholders, suppliers, employees, and other publics about a company or its products or services. Many tools such as such as special events, lobbying efforts, annual reports, and image management may be used by a public relations department but *publicity* is the one that plays the most impotent role.

“Publicity is non-personal stimulation of demand for a product, service or idea by means of commercially significant news planted in the mass media and not paid for directly by a sponsor”.

In developing a public relations campaign, several methods of obtaining non-personal presentation of an organization, good or service without direct cost are available ((publicity tools). These different publicity tools include news releases, news conferences, and public service announcements (free service or time donated by media).

Marketing, Fifth edition by Berkowits, Kerin, Hartley, Rudelius 1997
Irvin McGraw Hill Company

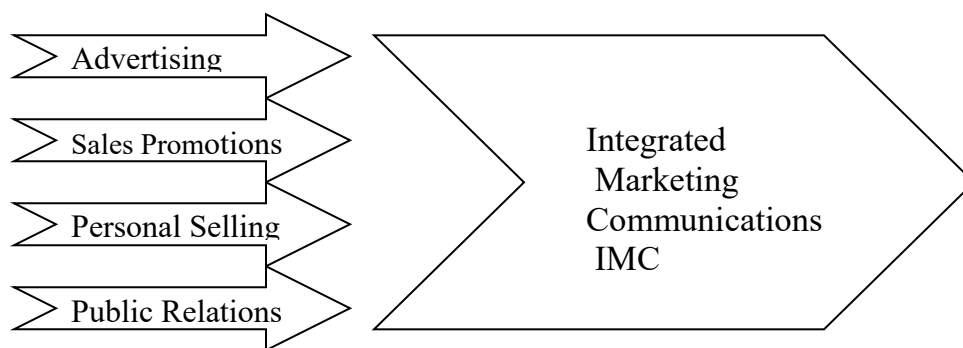
4.6 Direct Marketing:

Direct marketing consists of the various communications channels that enable companies to make direct contact with individual buyers. Methods of direct marketing include *catalogs, direct mail, telemarketing* etc.

4.7 Integrated Marketing Communications:

In the past the promotional elements were considered as totally separate functions that were handled by the relative experts in the separate departments. Because of working independently and in isolation, the result was an overall uncoordinated and inconsistent communication effort. The efforts to integrate all the communication program efforts resulted in the term we now know as *Integrated Marketing Communications*, often known as *IMC*. By definition Integrated Marketing Communication (IMC) is the concept of designing marketing communications programs that coordinate all promotional activities (advertising, personal selling, sales promotions and public relations) to provide a consistent message across all audience.

Marketing, Fifth edition by Berkowits Kerin, Hartley, Rudelius 1997
Irvin McGraw Hill



The key main idea behind IMC is that advertising alone has various strengths and weaknesses and so it has to be combined with other promotion activities like direct marketing, personal selling, public relations, and consumer and trade promotions.

According to one recent view, two related ideas are involved in integrated marketing communications:

(1) *One Voice Marketing Communications* (2) *Integrated Communications*.

4.7.1 One Voice Marketing Communications:

As consumers are being addressed by the same marketers in variety of different ways (through image building advertisement, public relations, direct marketing, sales promotions, point of sales material etc.) there is the obvious need to ensure a consistency of positioning, message and tone across these different media. Ideally, these different communications would all begin from the same vision of what the consumer was supposed to be hearing from the marketer so that they all operate seamlessly, reaching the customer with one voice.

4.7.2 Integrated Communications:

All marketing communication materials should attempt to simultaneously achieve targeted communication goals (e.g. raising attitude or building image) and lead to some behavioral action (e.g. trial or repurchase)

Advertising Management, Fifth edition by Rajeev Barta, John G. Myers, David A. Aaker, 2000 Prentice Hall India

4.8 Market Segmentation:

Market segmentation is the process of placing the buyers in a product market into subgroups so that so that the buyers in a segment display similar responsiveness to a particular marketing positioning strategy. Segmentation is an identification process aimed at finding subgroups of buyers within a total market. The opportunity of segmentation occurs when differences in buyers' demand functions allow market demand to be divided into segments, each with a distinct demand function. The term market niche is sometimes used to refer to a market segment.

Strategic Marketing, Fifth edition by David W. Cravens 1997 Irvin McGraw Hill Company

4.9 Product Positioning:

The positioning concept is the product (brand) meaning derived from the needs of the buyers in the target market. The positioning strategy is the combination of marketing mix strategies used to portray the positioning concept to target buyers. Positioning is placing your product according to target segment you have chosen to serve.

4.10 Hypothesis:

“The integrated marketing communications campaign adopted by Toyota Indus Motor Company for new Toyota Corolla in Pakistan is serving its purpose”.

CHAPTER 5: RESEARCH METHODOLOGY

5.1 Restating of Hypothesis:

Hypothesis for this research study is:

“Integrated marketing communications campaign adopted by Toyota Indus Motor Company for new Toyota Corolla in Pakistan is solving its purpose”.

5.2 Research Details:

5.2.1 Type of Study:

This study is a descriptive type of study. Descriptive research involves collecting data in order to test hypothesis or to answer questions concerning the current status of the subject. A descriptive determines and reports the way things are. Use of descriptive type of study is fairly common in business and management related problems. The reason to choose descriptive type of research is that this study is concerned with the attitudes and opinions of the customers of the car market in Pakistan and descriptive type of study is considered to be the best for the assessment of attitudes, opinions and demographic information.

5.3 Research Objectives:

The objective of the study was to determine the level of competitiveness present in the marketing communications field for the car market of Pakistan. Car market of Pakistan is one of the more sophisticated industries of the country and Toyota is one of the major players of this market. Toyota is the most successful car manufacturer in Pakistan. The success of Toyota Corolla in Pakistan can be compared with the level of efforts they have put on the marketing communication campaign. Determining the level of competitiveness Toyota has achieved will indirectly let us know that companies present in Pakistan have developed how much marketing communications skills to remain competitive in the scenario of World Trade Order's free trade agreement (WTO) implementation.

5.4 Data Collections Methods:

Data for this study has been collected through Questioning, interview and observation.

5.4.1 Questionnaires:

A customer survey questionnaire was distributed into 100. An effort was made to fill the questionnaires from the individuals owning a car.

5.4.2 Interview:

Some of the customers and car owners were personally interviewed.

5.4.3 Secondary Data Collection:

Some data was collected through personal observation, newspapers and internet.

5.5 Data Tabulation:

The tabulation and explanation of questions asked in the questionnaire is given as follows:

5.5.1 Question: Ranking the impotent factors while choosing a car

What factors are most important to you while choosing a car? (Please rank them from 1 to 14, 1 being most impotent and 14 being least important.

- 1) Car Looks/Style_____ 2) Car Quality _____
- 3) Fuel Efficiency_____ 4) Car’s Interior Luxury_____
- 5) Status Symbol _____ 6) Need to Travel_____
- 7) Seating Capacity/Family Car_____ 8) Car Size _____
- 9) Car’s Engine Power_____ 10) Car’s Color_____
- 11) Safety_____ 12) Brand Name _____
- 13) Car Price_____ 14) Other (please specify)_____

This question was asked to get to know the importance of these different factors in the eyes of the customer. All the ranks of the corresponding factor were added and ranking was made by assigning the factor with least summed up total to be ONE (1) and the next factor with least summed up the total to be TWO (2) and so forth. The final ranks of factors are given as below:

- 1) Car Looks/Style_____ **1** 2) Car Quality _____ **2**
- 3) Fuel Efficiency_____ **3** 4) Car’s Interior Luxury_____ **5**
- 5) Status Symbol _____ **13** 6) Need to Travel_____ **10**
- 7) Seating Capacity/Family Car**11** 8) Car Size _____ **7**
- 9) Car’s Engine Power_____ **6** 10) Car’s Color_____ **9**
- 11) Safety_____ **12** 12) Brand Name _____ **8**
- 13) Car Price_____ **4**

5.5.2 Question: Most demanded car in the market

If you are given a choice to pick one car for yourself among the following, which car will you choose?

- a) Nissan Sunny b) Honda Civic c) Suzuki Baleno
- d)Toyota Corolla e) Honda City f) KIA Spectra g) KIA NGV

If the options above have had contained Honda Accord too then what would have had been you choice? _____

This question was asked to know the most wanted car and to get the idea of Toyota Corolla's standing vis-à-vis its competing cars and the demand condition if Honda introduces its Accord in Pakistan as a counter to Toyota's new model Corolla. The results given below:

<i>Car name</i>	<i>No of people chose that car</i>
Toyota Corolla	47
Honda Civic	41
Others	12

Out of 100 persons asked, 72 preferred Honda Accord over the rest of cars.

5.5.3 Question: Most important media

What catches your attention more?

- a) An attractive T.V advertisement b) A full paged newspaper advertisement
 c) A brochure given to you by a sales person d) A big billboard

This question was asked to know the importance of different advertising media.

The results from this question are given as below:

<i>Media</i>	<i>No of people</i>
T.V advertisement	46
Full-paged newspaper ad	43
A brochure	15
A big billboard	9

5.5.4 Question: Day-to-day habits

Which one of these activities you perform daily frequently? (you can encircle more than one choices for this question)

- a) Read News Paper b) Watch T.V c) Visit a Market d) Use Internet
 e) Listen FM 100

This question was asked to know the day to day habits of people that can be used to in the campaign of a car. Data gathered is given below:

<i>Activities</i>	<i>No of People perform frequently</i>
Watch T.V	45
Read newspaper	36
Visit a market	32

Use Internet	14
Listen Radio	5

5.5.5 Question: T.V Timings

When do you most often watch T.V? (you can encircle more than one choices for this question)

- a) 7:00-9:00 am b) 9:00am-4:00pm c) 4:00-6:00pm
d) 6:00-10:00pm e) 10:00pm-7:00am

This question was asked to evaluate the T.V ad running timing Toyota chose to run for new Toyota Corolla's campaign.

<i>T.V Timing</i>	<i>No of People</i>
7:00-9:00 am	12
9:00am-4:00pm	8
4:00-6:00pm	3
6:00-10:00pm	65
10:00pm-7:00am	43

2.5.6 Question: Evaluation of T.V ad

Can you name a few advertisements of a car you saw on TV (specify channel if possible)

- 1) Car name _____ TV Channel _____
2) Car name _____ TV Channel _____
3) Car name _____ TV Channel _____
4) Car name _____ TV Channel _____

This question was asked to evaluate the T.V ad campaign of Toyota Corolla. Data collected is shown below:

<i>Car Name</i>	<i>Remember at 1st place</i>	<i>Remember at 2nd place</i>	<i>Remember at 3rd place</i>	<i>Remember at 4th place</i>
<i>Toyota Corolla</i>	25	26	0	0
<i>Honda Civic/City</i>	9	28	13	0
<i>Suzuki</i>	10	5	0	4
<i>Santro</i>	48	16	16	0
<i>Foreign Assembled</i>	13	15	8	8

5.5.7 Question: Newspaper ads evaluation:

Have you ever seen any car advertisement in a news paper? Which one can you remember?

- 1) Car name _____ Newspaper _____
 2) Car name _____ Newspaper _____
 3) Car name _____ Newspaper _____
 4) Car name _____ Newspaper _____

This question was asked to evaluate the print media advertisement evaluation of Toyota Corolla. Data collected is shown below:

<i>Car Name</i>	<i>Remember at 1st place</i>	<i>Remember at 2nd place</i>	<i>Remember at 3rd place</i>	<i>Remember at 4th place</i>
<i>Toyota Corolla</i>	29	17	8	0
<i>Honda Civic/City</i>	11	12	11	0
<i>Suzuki</i>	12	5	13	5
<i>Santro</i>	24	4	4	0
<i>KIA Spectra</i>	8	17	6	0

5.5.8 Question: Billboards

Can you remember seeing a billboard containing a car advertisement? If yes, which car?

- 1) Car name _____ 2) Car name _____
 3) Car name _____ 4) Car name _____

This question was asked to see and evaluate impact of billboard ads adopted by Toyota for the campaign of new Toyota Corolla. Data collected is shown below:

<i>Car Name</i>	<i>No of People</i>
<i>Toyota Corolla</i>	28
<i>Honda Civic/City</i>	28
<i>KIA Spectra</i>	6
<i>Santro</i>	17
<i>Don't remember seeing any</i>	45

5.5.9 Question: Direct marketing/ distribution of brochures

Can you remember seeing a brushier containing a car advertisement? If yes, which car?

- 1) Car name _____ 2) Car name _____

3) Car name _____ 4) Car name _____

This question was asked to see the level of efficiency attained in direct marketing.

Collected data is shown below:

<i>Car Name</i>	<i>No. of People</i>
<i>Toyota Corolla</i>	16
<i>Honda Civic/City</i>	15
<i>Suzuki</i>	7
<i>Sanro</i>	4
<i>KIA Spectra</i>	5
<i>Fiat Uno</i>	8
<i>Not Received</i>	43

5.5.10 Question: Perception about quality car

Which one of these is a better quality car?

- a) Nissan Sunny b) Honda Civic c) Suzuki Baleno
d) Toyota Corolla e) Honda City f) KIA Spectra g) KIA NGV

This question was asked to know the perception of customers regarding Toyota and its competitors with respect to Quality. Data collected is shown below:

<i>Name of Car</i>	<i>No. of people referring as quality car</i>
Toyota Corolla	49
Honda Civic	28
Suzuki	8
Nissan Sunny	15

5.5.11 Question: Perception about a car with better looks/style

Which one of these cars is has better looks and style?

- a) Nissan Sunny b) Honda Civic c) Suzuki Baleno
d) Toyota Corolla e) Honda City f) KIA Spectra g) KIA NGV

This question was asked to know the perception of customers regarding Toyota and its competitors with respect to a car with better looks and style. Data collected is shown below:

<i>Name of Car</i>	<i>No. of people referring as a car with better looks/Style</i>
Toyota Corolla	27

Honda Civic	61
KIA Spectra	6
Nissan Sunny	3
Suzuki	4

5.5.12 Question: Variety seeking behavior versus brand loyalty

If you have been given Rs.7000000 that you can spend only on motor vehicles, what combination will you choose?

- a) Add 10-20 lakh rupees from you pocket and buy a Mercedes.
- b) Buy a Honda Civic, a Toyota Corolla, a Suzuki and a Four Wheeler
- c) Buy all Corollas with different colors
- d) Buy all Honda Civic with different colors
- e) Buy a Honda Accord and a Toyota Corolla
- f) Any Other Combination (you have only Rs.7000000 to spend)_____

This question was asked to know that target market in Pakistan has a variety seeking behavior or is brand loyal if given a choice. Choices a, c and e were considered as non variety seeking/brand loyal and options b and f were considered as representing variety seeking behavior. Data collected is shown below:

<i>Variety Seeking Behavior</i>	68
<i>Non-variety Seeking Behavior</i>	32

5.5.13 Question: Foreign assembled cars:

Have you ever seen any advertisement of a foreign assembled car any where?

- a) Yes
- b) No

If yes, then, did you found that car more attractive/intriguing than the new Corolla?

- a) Yes
- b) No

These questions were asked to see the awareness among the target market and forecast the impact of WTO's free trade agreement implementation on the car market. Data collected is shown below:

People that have had seen foreign assembled cars = 73

People that have not had seen foreign assembled cars = 27

People that found it more intriguing than the new Corolla = 58

People that did not find it more intriguing than the new Corolla = 15

5.5.14 Question: Favorite T.V channels

Can you name a few of your favorite T.V channels?

1) _____ 2) _____ 3) _____ 4) _____ 5) _____

This question was asked to evaluate the choice of channels selected for the new Toyota Corolla's campaign. Toyota Corolla's ad was run on PTV, PTV world and Channel 3. Cable and Satellite Channels were ignored. Channels written by customers in the questionnaire were divided between two categories 'PTV channels' and 'Cable & Satellite channels'. Data collected is shown below:

Total outcomes = 321

PTV Channels as favorite channel = 69

Satellite & Cable channels as favorite channel = 252

5.5.15 Question: Evaluation of entire Toyota Corolla campaign

Where did you saw the new Corolla for the first time?

- a) In a T.V advertisement b) On the road c) On a billboard
d) A brushier e) Other _____

This question helped in evaluating the overall efficiency of campaign for new Toyota Corolla. Data Collected is shown below:

<i>Place</i>	<i>Number of people</i>
<i>T.V advertisement</i>	17
<i>On the road</i>	51
<i>Newspaper</i>	4
<i>Billboard</i>	0
<i>Brochure</i>	9
<i>Showroom</i>	19

5.5.16 Personal Information of Surveyed People:

Number of people surveyed = 100

Males = 88 people

Females = 12 people

Owning a car = 81 people

Not Owning any car = 19

Average age of people interviewed = 23.48 years

5.7 Limitations:

During the study following limitations were faced:

- It was not possible to have a population sample big enough to guarantee sampling error free data. This was basically because most people were not feeling comfortable with a survey questionnaire typed in English.
- Toyota Indus Motor Company's headquarter was contacted through email to collect some required data but they did not give any reply. Hence some required information was left out.

CHAPTER 6: FINDINGS AND ANALYSIS

6.1 Activities:

6.1.1 Line off Ceremony:

The line off ceremony for the new model of Corolla was held on February 14, 2002 at the Indus Motor Company's car plant at Bin Qasim. The ceremony was attended by Mr. M. Furukawa, President of Toyota Tsusho Corporation, Japan; Dr. Akram Sheikh, Secretary, Ministry of Industries and the Consul General of Japan.

The New Corolla has achieved the highest ever Starting Localization content of 52% which is a record, and was appreciated by the Chief Guest. He reaffirmed the support of the Government to support the local industry through consistent policy. President, Toyota Tsusho Corporation, praised the high level of skill of the Pakistani staff ensuring that 'Made in Pakistan' was indeed 'Made in Toyota'.

The Consul General appreciated the efforts of the government in establishing an investment friendly environment in Pakistan and stressed the need to amend regulations and bureaucratic efficiency to handle issues quickly and effectively.

6.1.2 Launch Party:

The New Corolla launch party held at Avari Towers was a grand affair with the witty Moin Akhtar and style queen Vaneeza as hosts. The much-awaited launch drew over 1500 distinguished guests, including leading personalities of the corporate world, customers and the society the entire venue was decorated in the campaign colors, Black and Beige. The Chief Engineer, TMC, Mr. T. Yoshida who designed the New Corolla explained the advanced technology and unique features that made this New Corolla the perfect New Generation Car.

6.1.3 Training:

IMC's Customer Relations Department arranged eleven training workshops, of 2 days each, for its dealership network all over Pakistan from 13th February 2002 to 1st March 2002. The prime purpose was to train all dealers and sales personnel understanding and presenting the New Corolla, so that they could effectively convey the desired product features and image.

6.2 Campaign:

Toyota has the goodwill of being a quality car while its closest competitor is known for its stylish looks. This new model Corolla was an effort of Toyota to cater for the customer segment that give preference to car looks and style over car quality. For this Toyota had to launch a good comprehensive campaign. The launch party was followed by a media break on Sunday, March 3rd. Over 30,000 people visited the dealerships in just the first 2 days. Brochures were in high demand by potential customers, old and young alike. Some of the details of campaign for new Toyota Corolla are given as under.

6.2.1 Print Advertisements, Billboards, Banners and Brochures:

All print advertisements, billboards, banners and brochures were simple yet sophisticated with the beige and black color scheme, focusing on powerful visuals rather than heavy backgrounds.

Full paged advertisements were printed in all major news papers (both Urdu and English). The news papers selected included Daily The NEWS, Daily Dawn, Daily Jung, which are the most popular news papers in the country and is read by the most of the target group of Toyota.

6.2.2 TV Advertisements:

Time chosen for TV advertisements was in the prime time, from 7:00PM till 10:00PM. The ad was run particularly in the “Khabarnama” (NEWS) break daily. Channels chosen to run the ad were PTV, Channel 3 and PTV World. This TV ad was *Competitive* type of TV ad. In the ad new model Toyota Corolla was shown emphasizing on the new stylish looks.

6.2.2 E-Marketing:

The www.toyota-indus.com web site was redesigned and featured the new Corolla that can be viewed at 360 degree angle images and through flash animations. Emails were also used for marketing campaign.

6.2.3 Direct Marketing:

Over 50,000 direct mails and teaser emails with flash animation of the New Corolla were also sent to the potential customers for the sake of direct marketing.

6.2.4 Display Centers:

Care was taken in the choice of display location e.g. Park Towers, Indus Valley School of Arts & Architecture, Karachi Grammar School and Area 51. These locations are trendy hangouts for youngsters who are Toyota's present and future focus.

6.2.5 Publicity/Public Relations:

The line off ceremony and launch party served as a source of publicity and public relations method for new Toyota Corolla.

6.3 Supply & Demand Problem:

The new 2002 model of Toyota Corolla was a great success. Its demand rose so much that the company was not able to meet that demand with adequate supply. This scenario resulted in selling of new Toyota Corolla in black market at about Rs.200000 above its genuine price. In August, 2002 some advertisements were published telling the customers that the company is raising its production to fulfill the required demand. In September, 2002 some advertisements were published by the company that was encouraging customers to buy the new Toyota Corolla only from its genuine dealers. This over all scenario resulted in the delays in delivery and pain for customers.

6.4 Honda's Response:

Honda reacted to the communications campaign of Toyota Corolla 'Break Into Style' by developing a slogan 'Born With Style, Others Break Into'. Honda published its ads in the print media mainly newspapers. Now Honda too has started advertising for its vehicles regularly in T.V and newspapers.

6.4.1 Steps Honda Can Take:

Honda can take following steps to counter for raising demand for Toyota Corolla.

- Introduce Honda Accord in Pakistan and keep the introduction price below normal price.
- Introduce a new model of Honda Civic with different looks quickly.
- Carry out an extensive marketing communications campaign for its existing models.

6.5 Analysis of Collected Data:

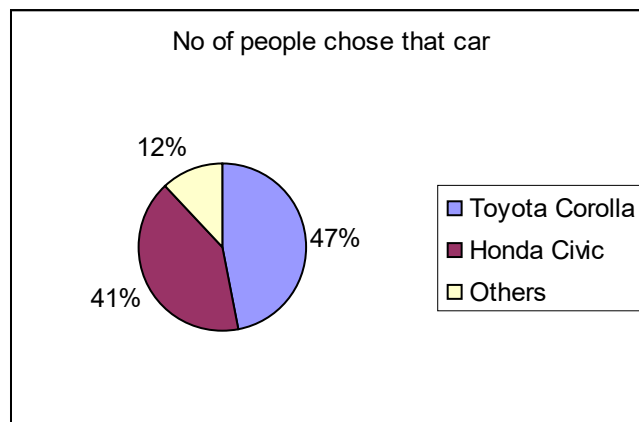
6.5.1 Important Factors while Choosing a Car:

The two top most important factors for customers while choosing a car are 'Car Looks/ Style' and 'Car Quality'.

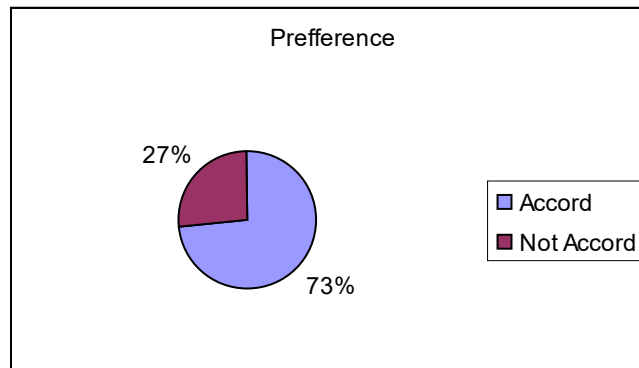
Toyota's marketing communications campaign took care of a car with style and it was believed by the company that the company has enough goodwill of a quality car that it did not consider including a reminder of Toyota quality in the advertising campaign. "Break into Style with new Toyota Passion" slogan was adopted for the marketing communication campaign of Toyota Corolla.

6.5.2 Most Demanded Car:

According to the data collected, Toyota Corolla was the most demanded car by the customers. 47% surveyed customers choose Toyota Corolla as the car for themselves. Honda Civic was the closest competitor as 41% of people surveyed chose it as the car of their choice.

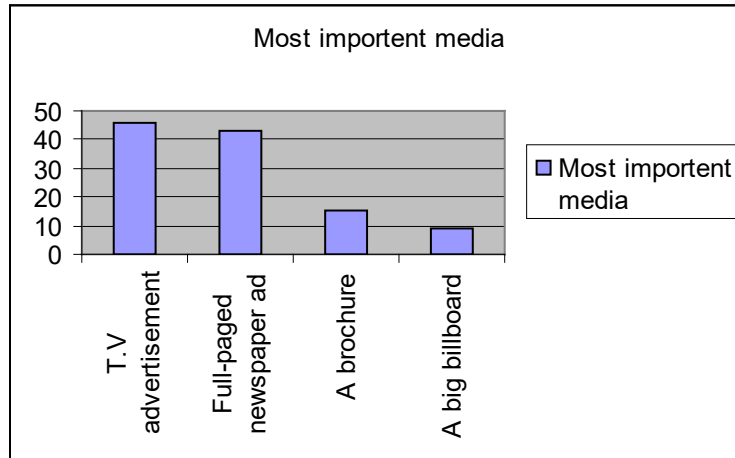


73% of the people proffered Honda Accord over any other car.



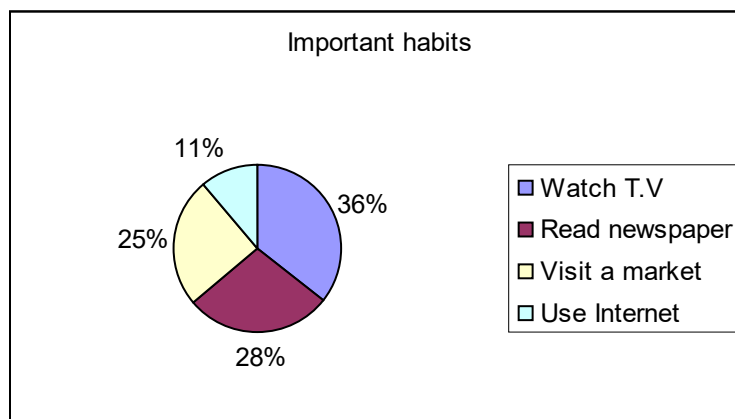
6.5.3 Most Important Media:

46% of people surveyed chose television as the most important media for them while newspaper print advertisements proved to be second most important media with 43% of people going for it. 15% people gave more importance to a brochure while a billboard attracted only 9%. Toyota Corolla's advertisements were run on all of these media.



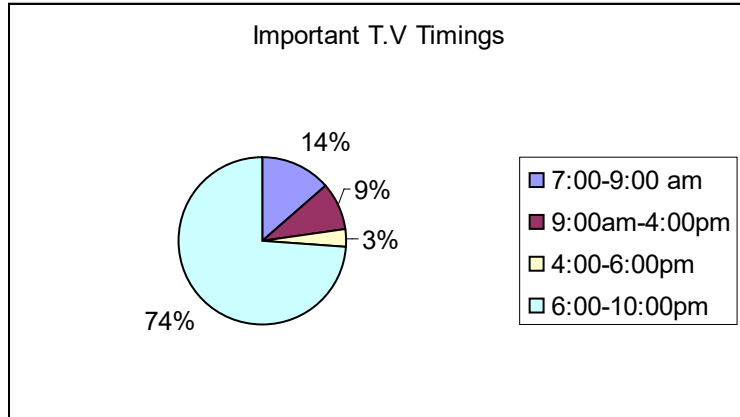
6.5.4 Day-to-Day Habits:

The important activities that can be used to convey a marketing communications message with ranking were obtained. This can be helpful in giving more importance to particular media. T.V and newspapers proved to be the most important channels of conveying message.

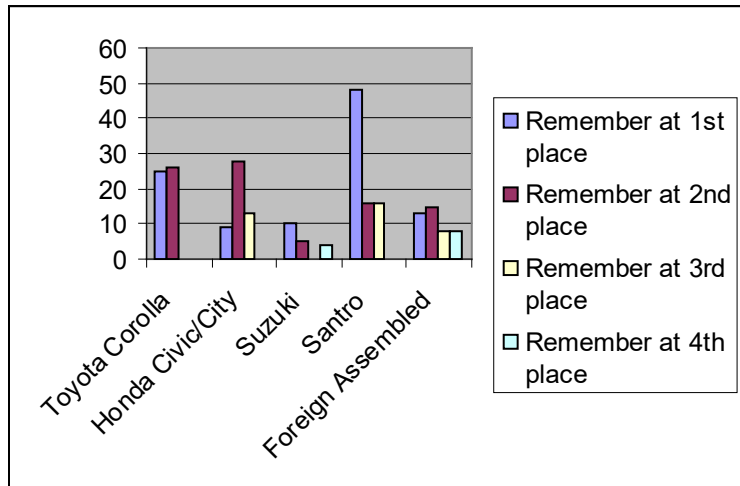


6.5.5 T.V Timings:

Toyota Corolla's ad was run from 8.00PM to 9.45PM.



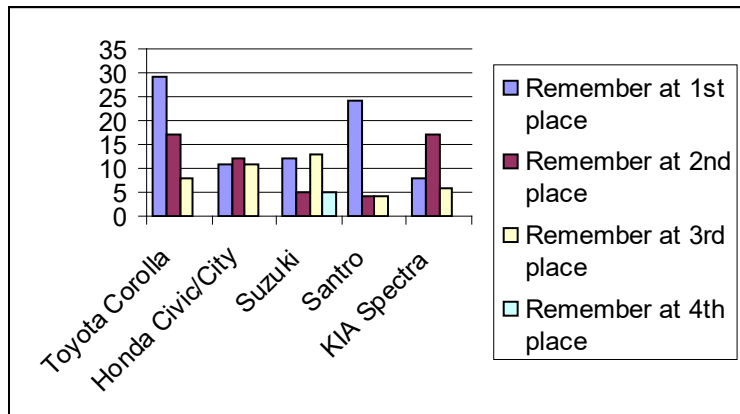
6.5.6 Evaluation of T.V Ad:



Santro proved to be most strong. This is because of Santro’s new campaign for its new model ‘Santro Zip Plus’. Toyota ranked second.

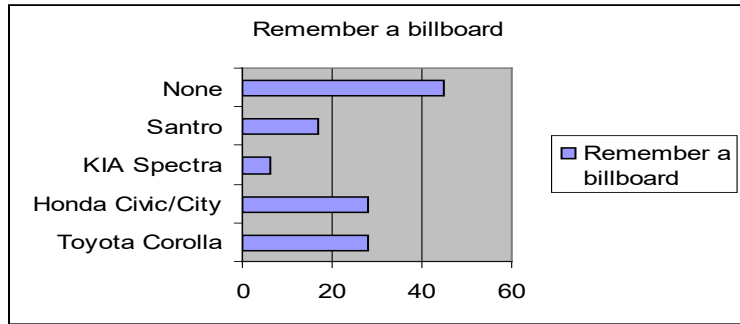
6.5.7 Evaluation of Newspapers Ads:

Toyota was ranked first in the newspaper ads evaluation. This was basically because of using a full paged ad campaign.



6.5.8 Billboard Evaluation:

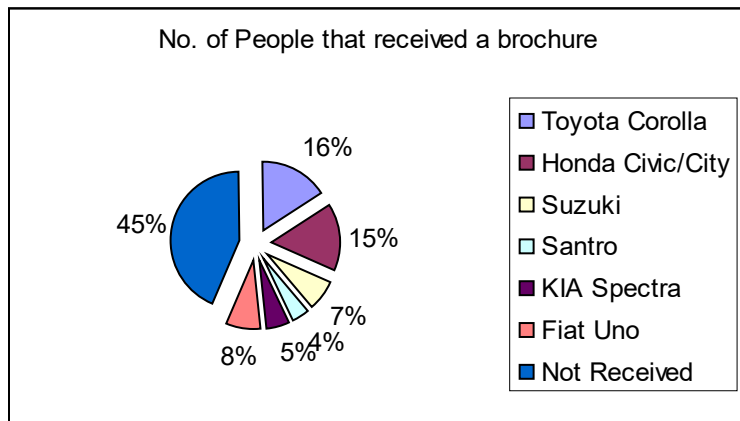
Most of the people surveyed did not see any car advertisement on a billboard.



Toyota Corolla along with Honda was ranked first in this segment. The number of billboards placed for Toyota Corolla remained same throughout the campaign. This was probably because of unexpected demand for Toyota Corolla and company not feeling the need to emphasis on this field.

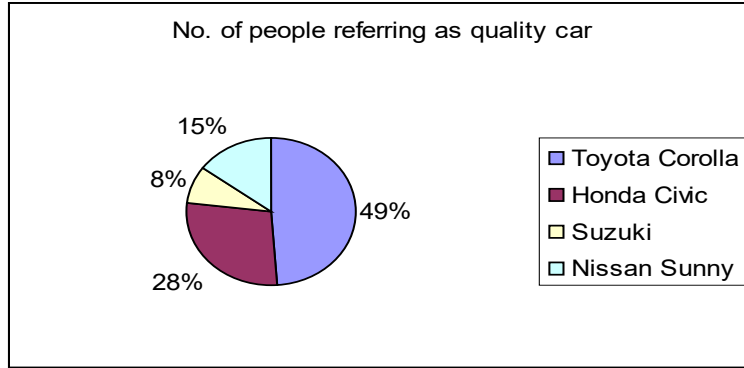
6.5.9 Direct marketing/ distribution of brochures:

45% of the people didn't receive any brochure from anybody. 16% of people did receive a brochure of Toyota Corolla.



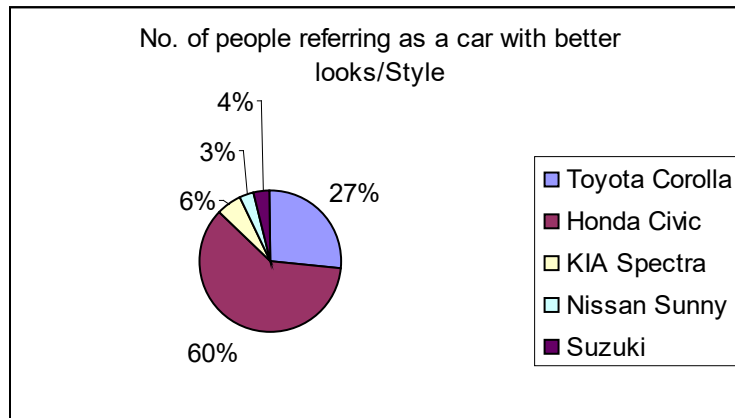
6.5.10 Perception of a Quality Car:

Toyota was ranked first in the perception of a quality car. 49% people surveyed considered Toyota as a quality car. The nearest competitor was Honda with 28% votes.



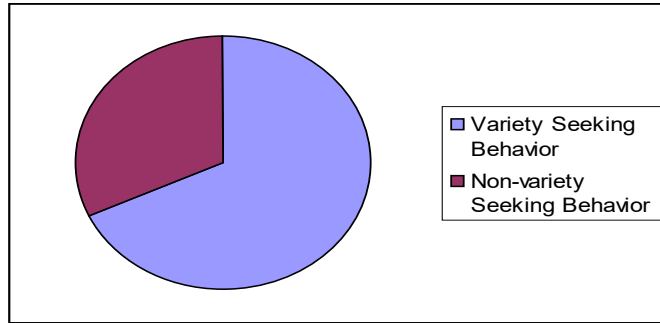
6.5.11 Perception of a Car with Better Looks/Style:

Toyota’s nearest competitor Honda was ranked 1st in this category, Toyota Corolla ranked 2nd. This was because Honda has always been coming up with new models every now and then while Toyota has launched its new model after 7 years.



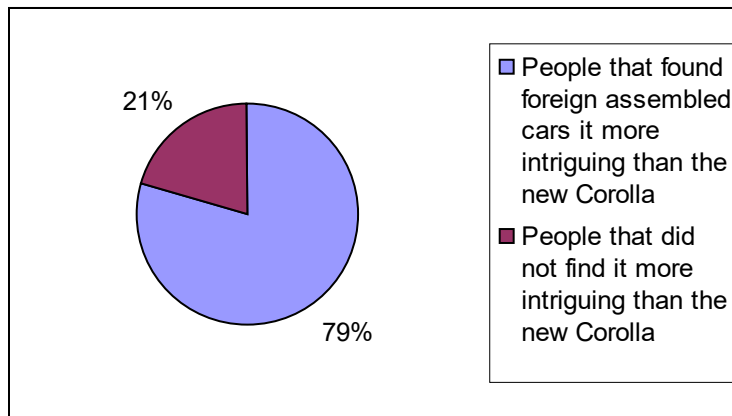
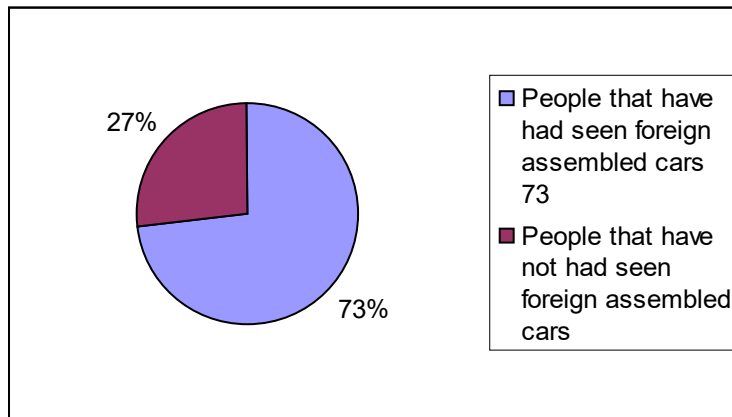
6.5.12 Variety Seeking Behavior versus Brand Loyalty:

68% of people surveyed demonstrated a variety seeking behavior while only 32% showed a brand loyal behavior. Important point to mention here is that Toyota has only one model i.e. Toyota Corolla in the category of 1600-2000CC cars in Pakistan.



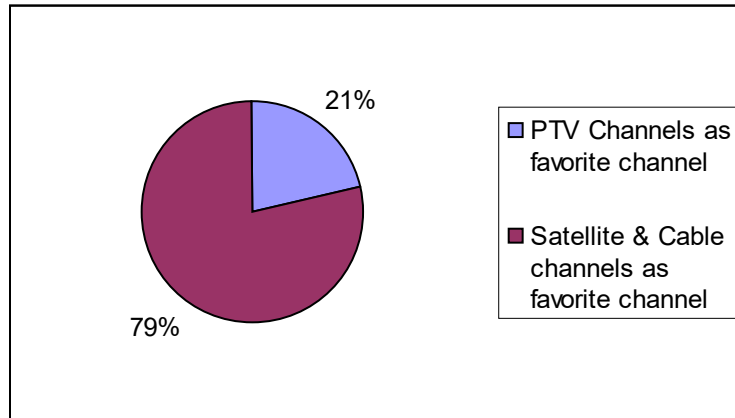
6.5.13 Perception about Foreign Assembled Cars:

73% of people surveyed have ad seen a foreign assembled car and out of those 73 79.45% have had found that car more intriguing than the new Corolla. As WTO’s free trade agreement implementation is coming near, it is a worrying sign for local manufacturers like Toyota Indus Motor Company.



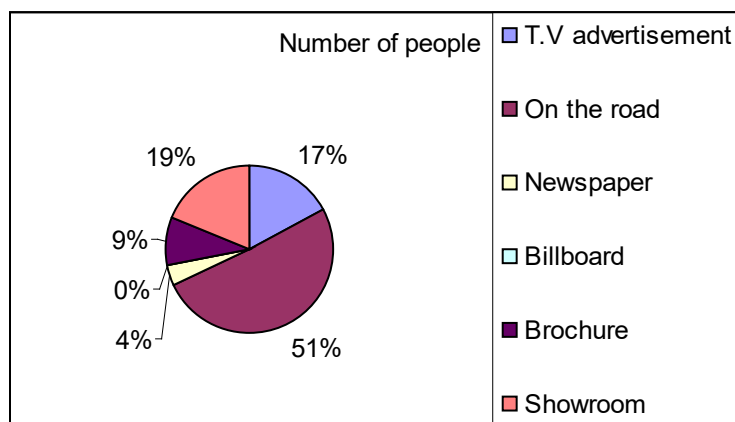
6.5.14 Favorite T.V Channels:

Toyota chose to run the T.V ad campaign on PTV channels only. Were as the target market of Toyota has access to cable and satellite channels and they are more found of viewing these cable and satellite channels. The reason for that is that these T.V channels show more quality programs with lesser T.V commercials unlike PTV channels.



6.5.15 Evaluation of Entire Toyota Corolla Campaign in General:

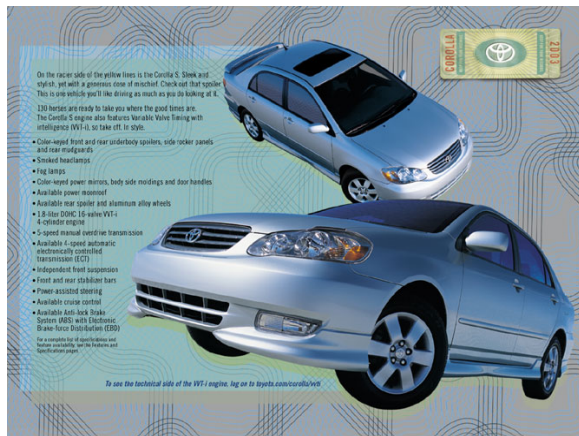
Although Toyota’s marketing communications campaign was competitive to its local competitors but over all it could have been a lot better. We can say that in evidence that 51% of people surveyed first saw new Toyota Corolla on the road rather than on any means of marketing communications adopted by company.



6.6 Toyota Corolla 2003’s Campaign:

Internationally the campaign for Toyota Corolla’s model 2003 has begun internationally. So far nothing as such has been seen within Pakistan. One of the main reasons is that Toyota Indus Motor’s Company has not yet been able to completely meet the unexpected

demand for its new model. Some of the picks from Toyota Corolla's 2003 model campaign are shown below:



Model	Price	MPG (City/Hwy)	Key Features
Corolla LE	\$13,100	24/34	1.8L 16V I-4, 4-Speed Manual, 150-hp, 18" Alloy Wheels
Corolla CE	\$14,400	24/34	1.8L 16V I-4, 4-Speed Manual, 150-hp, 18" Alloy Wheels, Fog Lamps
Corolla S	\$15,700	24/34	1.8L 16V I-4, 4-Speed Manual, 150-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS)
Corolla S-4-Door	\$17,000	24/34	1.8L 16V I-4, 4-Speed Manual, 150-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS)
Corolla S-4-Door V6	\$19,400	24/34	2.4L V6, 16-Valve, 188-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS)
Corolla S-4-Door V6 LE	\$20,700	24/34	2.4L V6, 16-Valve, 188-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS), Leather Seats
Corolla S-4-Door V6 CE	\$22,000	24/34	2.4L V6, 16-Valve, 188-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS), Leather Seats, Fog Lamps
Corolla S-4-Door V6 S	\$23,300	24/34	2.4L V6, 16-Valve, 188-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS), Leather Seats, Fog Lamps, Side-Impact Protection System (SIPS)

Model	Price	MPG (City/Hwy)	Key Features
Corolla LE	\$13,100	24/34	1.8L 16V I-4, 4-Speed Manual, 150-hp, 18" Alloy Wheels
Corolla CE	\$14,400	24/34	1.8L 16V I-4, 4-Speed Manual, 150-hp, 18" Alloy Wheels, Fog Lamps
Corolla S	\$15,700	24/34	1.8L 16V I-4, 4-Speed Manual, 150-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS)
Corolla S-4-Door	\$17,000	24/34	1.8L 16V I-4, 4-Speed Manual, 150-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS)
Corolla S-4-Door V6	\$19,400	24/34	2.4L V6, 16-Valve, 188-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS)
Corolla S-4-Door V6 LE	\$20,700	24/34	2.4L V6, 16-Valve, 188-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS), Leather Seats
Corolla S-4-Door V6 CE	\$22,000	24/34	2.4L V6, 16-Valve, 188-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS), Leather Seats, Fog Lamps
Corolla S-4-Door V6 S	\$23,300	24/34	2.4L V6, 16-Valve, 188-hp, 18" Alloy Wheels, Fog Lamps, Side-Impact Protection System (SIPS), Leather Seats, Fog Lamps, Side-Impact Protection System (SIPS)



CHAPTER 7: CONCLUSION AND RECOMMENDATIONS

7.1 Conclusion:

The conclusion of the study is that although the marketing communication campaign for Toyota Corolla was good enough as compared to its existing competitors but it could have been a lot better. As the Pakistani car market is going to open due to WTO's free trade agreement implementation, the 100% foreign assembled cars are going to come into the Pakistani market. Demand for these cars is expected to be more than that of locally assembled cars. These companies need to develop expertise in different fields to cater for this demand. Marketing communications is one of these fields that can help companies like Toyota Indus Motors to fight for their existing position in the market.

7.2 Recommendation:

In the light of the research carried out, following recommendations can be made:

- Toyota should include emphasize on 'Car Quality' as well as 'Car Style' in its advertising campaign. Although Toyota Corolla already has the goodwill of 'a quality car' but, its closest competitor Honda is not far behind. A new slogan can be "The best quality car in town now has best looks too".
- T.V has proved to be the most important media for marketing communications campaign for a car like Toyota Corolla. But Toyota's ads were chosen to run only on PTV, PTV World and PTV channel 3. As the target market of Toyota Corolla i.e. elite class of Pakistan have access to satellite channels and cable T.V, campaign for Toyota Corolla should have been chosen to run on cable & satellite channels along with PTV channels.
- The time chosen to run the ad on T.V should have had included timing from 10:00PM to 11:00PM too because most businessmen with are a part of the target market of Toyota Corolla happen to view T.V at that time.
- Toyota ads should have been run in the favorite T.V drama serials too. Women of Pakistan are addictive to these drama serials and in a big part of elite class target market women influence such important decisions like buying a car.

- Magazines were ignored in Toyota Corolla's campaign. A few ads in magazines like Pakistan Economist could have enhanced the impact of marketing communications campaign more.
- Continuous campaign of Toyota Corolla should be carried out so that it benefits from a learning curve and enhanced impact, before local market opens for foreign assembled cars. For this purpose, the modern concepts like campaign continuity and integrated marketing communications should be adopted.
- The number of billboards placed was a bit less. It could have benefited from placing a few more of these. As elite class is the target market of Toyota Corolla, hence locations for these billboards should have had been near big business markets and office locations e.g. Blue Area & Jinnah Super Market in Islamabad
- Target market of Pakistan exhibit a variety seeking behavior, so a single car Toyota Corolla is not enough for this market. Toyota should introduce at least one more car of 1300-2000CC category in this market e.g. Toyota Camry.
- Teaser types of advertisements should have had been run before the actual launch of the new model 2002.
- Frequent distribution of brochures should be carried out through mails to the high income group families.

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- **Web Site:** <http://www.toyot-indus.com>
- **Web Site:** <http://www.toyonda.com>
- **Web Site:** <http://www.dawn.com>

CHAPTER 9: APPENDICES

9.1 Consumer Survey Questionnaire:

Consumer Survey Questionnaire

What factors are most important to you while choosing a car? (Please rank them from 1 to 14, 1 being most important and 14 being least important.

- | | |
|--------------------------------------|----------------------------------|
| 1) Car Looks/Style _____ | 2) Car Quality _____ |
| 3) Fuel Efficiency _____ | 4) Car's Interior Luxury _____ |
| 5) Status Symbol _____ | 6) Need to Travel _____ |
| 7) Seating Capacity/Family Car _____ | 8) Car Size _____ |
| 9) Car's Engine Power _____ | 10) Car's Color _____ |
| 11) Safety _____ | 12) Brand Name _____ |
| 13) Car Price _____ | 14) Other (please specify) _____ |

If you are given a choice to pick one car for yourself among the following, which car will you choose?

- | | | | |
|-----------------|----------------|------------------|-------------------|
| a) Nissan Sunny | b) Honda Civic | c) Suzuki Baleno | d) Toyota Corolla |
| e) Honda City | f) KIA Spectra | g) KIA NGV | |

If the options above have had contained Honda Accord too then what would have had been your choice? _____

If you are given a choice again to pick one car for yourself among the following, which car will you choose?

- | | | | |
|-------------------|----------------|-------------------|------------------|
| a) Suzuki Mehran | b) Suzuki Alto | c) Daihatsu Cuore | d) Suzuki Cultus |
| e) Hyundai Santro | | | |

What catches your attention more?

- | | |
|--|---|
| a) An attractive T.V advertisement | b) A full paged newspaper advertisement |
| c) A brushier given to you by a sales person | d) A big billboard |

Which one of these activities you perform daily frequently? (you can encircle more than one choices for this question)

- | | | | |
|--------------------|--------------|-------------------|-----------------|
| a) Read News Paper | b) Watch T.V | c) Visit a Market | d) Use Internet |
| e) Listen FM 100 | | | |

When do you most often watch T.V? (you can encircle more than one choices for this question)

- | | | | |
|-------------------|------------------|----------------|-----------------|
| a) 7:00-9:00 am | b) 9:00am-4:00pm | c) 4:00-6:00pm | d) 6:00-10:00pm |
| e) 10:00pm-7:00am | | | |

Can you name a few advertisements of a car you saw on TV (specify channel if possible)

- | | |
|-------------------|------------------|
| 1) Car name _____ | TV Channel _____ |
| 2) Car name _____ | TV Channel _____ |
| 3) Car name _____ | TV Channel _____ |
| 4) Car name _____ | TV Channel _____ |

Have you ever seen any car advertisement in a news paper? Which one can you remember?

- | | |
|-------------------|-----------------|
| 1) Car name _____ | Newspaper _____ |
| 2) Car name _____ | Newspaper _____ |
| 3) Car name _____ | Newspaper _____ |

4) Car name _____ Newspaper _____
Can you remember seeing a billboard containing a car advertisement? If yes, which car?

1) Car name _____ 2) Car name _____
3) Car name _____ 4) Car name _____

Can you remember seeing a brushier containing a car advertisement? If yes, which car?

1) Car name _____ 2) Car name _____
3) Car name _____ 4) Car name _____

Which one of these cars has better looks and style?

a) Nissan Sunny b) Honda Civic c) Suzuki Baleno d) Toyota Corolla
e) Honda City f) KIA Spectra g) KIA NGV

Which one of these is a better quality car?

) Nissan Sunny b) Honda Civic c) Suzuki Baleno d) Toyota Corolla
e) Honda City f) KIA Spectra g) KIA NGV

Which one of these is a more economical car?

a) Suzuki Mehran b) Suzuki Alto c) Daihatsu Cuore d) Suzuki Cultus
e) Hyundai Santro

If you have been given Rs.7000000 that you can spend only on motor vehicles, what combination will you choose?

a) Add 10-20 lakh rupees from you pocket and buy a Mercedes.
b) Buy a Honda Civic, a Toyota Corolla, a Suzuki and a Four Wheeler
c) Buy all Corollas with different colors
d) Buy all Honda Civic with different colors
e) Buy a Honda Accord and a Toyota Corolla
f) Any Other Combination (you have only Rs.7000000 to spend) _____

Have you ever seen any advertisement of a foreign assembled car any where?

a) Yes b) No

If yes, then, did you found that car more attractive/intriguing than the new Corolla?

a) Yes b) No

Where did you saw the new Corolla for the first time?

a) In a T.V advertisement b) On the road c) On a billboard d) A brushier
e) Other _____

Can you name a few of your favorite T.V channels?

1) _____ 2) _____ 3) _____ 4) _____ 5) _____

Personal Information

Your Age _____

Your Occupation _____

Sex _____

Do you own a car?

a) Yes b) No if yes, please specify car name _____

Thank You

9.2 Brochures:

Passion

Break into Style



New COROLLA Debut!
Flout that stylish figure
 The New Corolla. Sleek, sporty, sophisticated. It will turn heads where ever it goes. It's the car for people who appreciate Style, set trends, shape the times. People like you, who do it in Style.
 Break into Style with the New Corolla!

TOYOTA

KARACHI • TOYOTA CENTRAL MOTORS PHONE: (021) 4828888-90 • TOYOTA REFERENCE MOTORS PHONE: (021) 482888-27 • TOYOTA SOUTHERN MOTORS PHONE: (021) 482888-88
 TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-84 • TOYOTA UNIVERSITY FACTORS PHONE: (021) 482888-74 • TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-77 • TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-77 • TOYOTA SOCIETY MOTORS PHONE: (021) 482888-88
 TOYOTA EASTERN MOTORS PHONE: (021) 482888-84 • TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-74 • TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-77 • TOYOTA SOCIETY MOTORS PHONE: (021) 482888-88
 SUVA • TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-74

INDUS MOTOR COMPANY LIMITED

Passion

Break into Style





New COROLLA Debut!
Share style, anyway you look at it
 The New Corolla. Nothing compares with the stunning Style. Except the exciting New Driving Experience. Share the passion from the inside. It's the car for people who want the best. Set trends, shape the times. People like you, who do it in Style.
 Break into Style with the New Corolla!


ATOYOT

KARACHI • TOYOTA CENTRAL MOTORS PHONE: (021) 482888-90 • TOYOTA REFERENCE MOTORS PHONE: (021) 482888-27 • TOYOTA SOUTHERN MOTORS PHONE: (021) 482888-88
 TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-84 • TOYOTA UNIVERSITY FACTORS PHONE: (021) 482888-74 • TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-77 • TOYOTA SOCIETY MOTORS PHONE: (021) 482888-88
 SUVA • TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-74

INDUS MOTOR COMPANY LIMITED

Passion

Break into Style



New COROLLA Debut!
 The New Corolla has been inspired by Toyota's Passion for Driving Excellence and our ambition to create a new generation Corolla that would set the standard in class. Latest technology, 2-Generation 1.6i Cam engine, sleek, timeless styling, a total driving experience. It's the car for people who make a difference, set trends, shape the times. People like you, who do it in Style.
 Break into Style with the New Corolla!


ATOYOT

KARACHI • TOYOTA CENTRAL MOTORS PHONE: (021) 482888-90 • TOYOTA REFERENCE MOTORS PHONE: (021) 482888-27 • TOYOTA SOUTHERN MOTORS PHONE: (021) 482888-88
 TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-84 • TOYOTA UNIVERSITY FACTORS PHONE: (021) 482888-74 • TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-77 • TOYOTA SOCIETY MOTORS PHONE: (021) 482888-88
 SUVA • TOYOTA UNIVERSITY MOTORS PHONE: (021) 482888-74

INDUS MOTOR COMPANY LIMITED

9.3 Newspaper Ads:

Daily Jung September, 2002

Passion 

Your Satisfaction Is Our Top Priority...


Government's recent measures to discourage resellers, and increase in production of the New *COROLLA* will result in improved availability for all genuine customers.

We request you to please buy only from authorized dealers as per the following booking procedure.

- All payments are to be made in the name of Indus Motor Company Ltd. through Pay Order or Demand Draft.
- All customers booking the New Corolla must sign and receive a copy of the Provisional Sales Order Form (PSO) as receipt of their Order. The tentative delivery month must be mentioned on the PSO.
- Please attach a clear copy of NIC with the PSO.
- Refund option is available at any time before delivery.
- On delivery beyond 60 days, markup will be paid as per Government advice*.
- Vehicle can be registered only in the name as it appears on the PSO and will remain non-transferable for 6 months.
- Name of the customer and PSO number must be mentioned on reverse side of Pay Order or Demand Draft.

Once again, we assure you that we remain committed to offering you the highest levels of satisfaction.

For any queries, please contact our Customer Relations Section at
Phone: 0201-750243 or 750041-48 Fax: 0201-750037



www.toyota-indus.com


*For the period exceeding 60 days on orders received after August 16, 2002

INDUS MOTOR COMPANY LIMITED

msuhattcan

Our Commitment to Customer Satisfaction Means

**We're Raising New
Corolla Production
Continuously**



To meet the unprecedented demand for the New **COROLLA**, we've been raising production levels constantly since the launch and have reached peak production. Our commitment to your satisfaction stays as strong as in the past.

- Unscrupulous Investors have booked cars for resale to you at a premium. **Please do not reward them - Do not pay premium.** This will speed up deliveries to all genuine customers.
- Please buy only from authorized dealers.
- Full refund is available at any time before delivery.

We've Never Let You Down. And We Won't Now.

manhattan