



# **ENTERPRISE ANALYSIS AND DESK RESEARCH**

**GUIDED BY MS. PUJA GAVANDE**

**AUTOMOBILE SECTOR  
YAMAHA MOTOR COMPANY**

**PRESENTED BY AMAN ASWALE  
DIV-1**



## Founder of Yamaha Motor company

Yamaha's history began when its founder, **Torakusu Yamaha**, repaired a broken reed organ in 1887. Shortly thereafter, he successfully completed the first reed organ.

The image shows the Yamaha logo, a blue three-pronged tuning fork inside a blue circle, positioned at the top center. To its right is the word "YAMAHA" in red capital letters. Below the logo, the text "Vision and mission" is written in black. Underneath, there are two bullet points: "Vision" and "Mission", each followed by a descriptive sentence. At the bottom of the image, the word "YAMAHA" is written in large, bold, blue capital letters with a white outline, set against a red and white background that resembles a stylized flame or a wave.

**Vision and mission**

- **Vision**  
We consistently deliver best-fit global IT services & solutions to improve our client's competitive advantage.

**Mission**  
We are committed as a world-class team to provide total IT solutions, creating value and surpassing our client's expectations.

**YAMAHA**

### **Introduction to Yamaha's Vision and Mission**

Yamaha's mission is to create products that offer superior value and performance to our customers. We strive to be a leader in the industry, providing the highest quality products and services that meet customer expectations.

Our vision is to be the most respected and trusted company in the world. We strive to provide our customers with a unique and memorable experience, creating products that are innovative and reliable.

## GIVE YOUR YAMAHA THE COMPLETE CARE IT DESERVES



### Expert Technicians



Trained Technicians



Lady Supervisor

### Latest Facility



Fuel Injection Stations

### Unique Program



Time Commitment Service

### Add-on Benefits



Road Side Assistance



Pick and Drop Service



Cashless Insurance\*



AMC - Annual Maintenance Contract



Complete peace of mind with 5 years Protection Plus policy

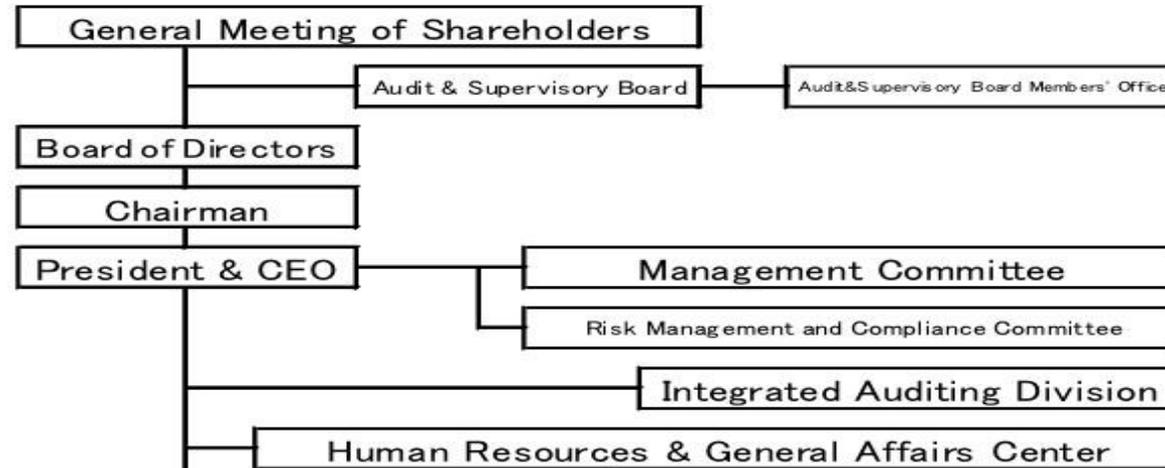
\*Terms & conditions apply. Above facilities are available on selected Yamaha dealerships.

## Yamaha Quality Policy

At Yamaha, we are committed to providing quality products and services that meet and exceed customer expectations. Our Quality Policy is to ensure that all products and services are designed, manufactured and delivered with the highest level of quality and safety. We are dedicated to continuous improvement of our products and services through innovation, technology and customer feedback.

We strive to meet the highest standards of quality and safety in our products and services. We are committed to providing products and services that are reliable and that meet customer needs. We strive to provide a safe, secure and healthy working environment for our employees and customers, and to protect the environment in which we operate.

# Organization Chart



## Introduction to Management Structure of Yamaha

Yamaha is a leading global manufacturer of musical instruments, audio products and other products. The company's management structure is designed to maximize efficiency and ensure that all departments are working together to achieve the company's goals.

Yamaha's management structure is divided into four main levels: the board of directors, the executive committee, the general manager and the departmental managers.



## Introduction to Yamaha Financial Structure

Yamaha is a leading global manufacturer of musical instruments and audio equipment. Yamaha's financial structure is comprised of a variety of different sources, such as debt, equity, and other forms of financing. Yamaha's financial structure is designed to provide the company with the necessary capital to fund operations and growth.

Yamaha's financial structure is made up of a variety of different sources, such as debt, equity, and other forms of financing. This allows the company to access different sources of capital and to manage its financial risk. Yamaha's financial structure is designed to provide the company with the necessary capital to fund operations and growth.



## Yamaha Manufacturing Challenges in Covid

Yamaha is a global leader in the production of motorcycles, boats, outboard motors, and other motorized products. The company has been facing numerous challenges due to the pandemic, including supply chain disruptions, decreased demand, and increased costs. In this presentation, we will discuss the manufacturing challenges that Yamaha has been facing due to the Covid-19 pandemic.

Yamaha has had to make several changes to its manufacturing processes in order to keep up with the changing demands of the market. These changes have included reducing production, changing production methods, and introducing new technologies to increase efficiency. We will explore the specific challenges that Yamaha has been facing and how they have been adapting to meet these challenges.

## **Introduction to Sales Forecasting of Yamaha in Covid**

The Covid-19 pandemic has had a major impact on the global economy, and the sales of Yamaha have been no exception. In this presentation, we will explore the effects of the pandemic on Yamaha's sales and how it has impacted their sales forecasting.

Yamaha has been one of the most successful motorcycle manufacturers in the world since its founding in 1955. Despite the pandemic, Yamaha has managed to remain profitable, but the sales of its motorcycles have been affected by the pandemic.

### **Impact of Covid on Yamaha's Sales**

The pandemic has had an immediate and dramatic impact on Yamaha's sales, with a significant drop in sales in the first half of 2020. This was due to the closure of dealerships, the cancellation of events, and the general economic downturn. However, Yamaha has managed to recover and sales have been steadily increasing in the second half of 2020. This is due to a combination of factors, including the introduction of new models, the opening of new dealerships, and the introduction of promotional campaigns.



## **Yamaha's Forecasting Strategy**

Yamaha has implemented a number of strategies to help it forecast its sales in the future. These include analyzing past sales data, studying current market trends, and utilizing predictive analytics tools.

Yamaha has also been proactive in adapting to the changing market conditions, such as introducing new models and promotional campaigns. This has allowed them to remain profitable despite the pandemic.

## **Yamaha's Response to Covid**

Yamaha has responded to the pandemic in a number of ways. The company has introduced a range of new models to appeal to different segments of the market, as well as introducing promotional campaigns to increase sales. Yamaha has also taken steps to ensure the safety of its customers, such as introducing contactless delivery and payment options, and offering extended warranties and financing options.

## Covid and Post Covid Analysis Of Yamaha

The COVID-19 pandemic has had a significant impact on the global economy and the motorcycle industry, including Yamaha. The pandemic led to lockdowns and travel restrictions that disrupted supply chains and slowed down production, which in turn led to a decrease in sales for Yamaha. However, the company has been able to adapt to the changing market conditions by shifting its focus to online sales and utilizing technology to maintain customer engagement.

In the post-COVID period, Yamaha has been able to recover significantly, thanks to a growing demand for motorcycles and scooters, which are seen as a more practical and cost-effective mode of transportation in the wake of the pandemic. The company has also seen an increase in demand for personal mobility solutions, as people are looking for alternative modes of transportation that are less crowded and safer.

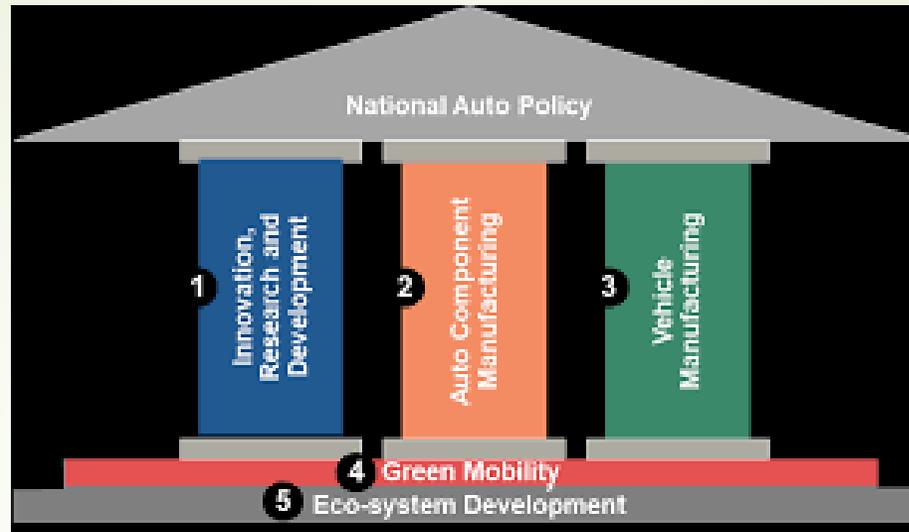
Additionally, Yamaha has also been investing in new technologies, such as electric vehicles and connected mobility solutions, which are becoming increasingly important in the market. By staying ahead of the curve, Yamaha is positioning itself well for future growth in the industry.

Overall, the COVID-19 pandemic has presented some challenges for Yamaha, but the company has been able to navigate through the crisis and emerge stronger on the other side.



## **Yamaha Employees Adapting to COVID**

Yamaha employees have been adapting to the new normal of the COVID pandemic. Their response has been to stay flexible, stay informed, and stay connected. They have been utilizing resources like virtual meetings and remote working to ensure business continuity. Yamaha employees have been working hard to ensure that their customers, partners, and employees are safe and secure. They have implemented safety protocols and procedures, such as wearing face masks, social distancing, and frequent hand washing. They are also encouraging employees to work from home and to take extra precautions when in the office.



## Government policy towards automobile sector

The policies implemented by governments around the world have had a major impact on the development of the automobile sector. These policies have helped to make vehicles more affordable, safer, and more reliable for consumers.

In addition, these policies have helped to reduce emissions and promote the development of alternative fuel sources. This has helped to make the automobile sector more sustainable and to promote a brighter future for the sector.



## **Conclusion**

Yamaha's response to the Covid-19 pandemic has been to focus on the safety of its employees and customers, while also adapting to the changing market conditions. Yamaha has implemented various measures to ensure business continuity and to support the local communities in which it operates. Yamaha has also taken steps to reduce costs and increase efficiency, while continuing to innovate and stay ahead of the competition. Yamaha has also sought to increase its presence in the digital space, leveraging its global network and resources to reach new customers and markets. Yamaha's proactive approach to the pandemic has had a significant impact on the global economy.