

## **A STUDY ON EXPLORING EFFECTIVE PORTFOLIO MANAGEMENT STRATEGIES: INSIGHTS AND PERSPECTIVES**

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**Abstract**—Portfolio Management is used to select a portfolio of new product development projects to achieve the following goals: Maximize the profitability or value of the portfolio, Provide balance, Support the strategy of the enterprise. Portfolio Management is the responsibility of the senior management team of an organization or business unit. This team, which might be called the Product Committee, meets regularly to manage the product pipeline and make decisions about the product portfolio. Often, this is the same group that conducts the stage-gate reviews in the organization. A logical starting point is to create a product strategy - markets, customers, products, strategy approach, competitive emphasis, etc. The second step is to understand the budget or resources available to balance the portfolio against. Third, each project must be assessed for profitability (rewards), investment requirements (resources), risks, and other appropriate factors. The weighting of the goals in making decisions about products varies from company. But organizations must balance these goals: risk vs. profitability, new products vs. improvements, strategy fit vs. reward, market vs. product line, long-term vs. short-term. Several types of techniques have been used to support the portfolio management process: Heuristic models, Scoring techniques, Visual or mapping techniques. The earliest Portfolio Management techniques optimized projects' profitability or financial returns using heuristic or mathematical models. However, this approach paid little attention to balance or aligning the portfolio to the organization's strategy. Scoring techniques weight and score criteria to take into account investment requirements, profitability, risk and strategic alignment. The shortcoming with this approach can be an over emphasis on financial measures and an inability to optimize the mix of projects.

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### **Introduction**

The two-wheeler industry has been in the country since 1955. It generally consists of three segment mopeds, motorcycle & scooters. Two wheelers have played a pivotal role in the rising growth of the Indian automobile industry. The non gear two wheeler markets have witnessed a sea change over the years. In the past Indians preferred scooters but with rising income level & standard of living there is a remarkable rise in the demand for non gear which along with serving the purpose of a vehicle as become a style statement for the youth of the country.

In general SATISFACTION is a person's feeling of pleasure or disappointment resulting from comparing a products perceived performance (or outcome) in relation to his or her expectations. As this definition makes clear, satisfaction is a function of received performance and expectations. If the performance falls short of expectations, the customer is delighted. High satisfaction or delight creates an emotional bond with the brand, not just a rational preference. The result is high customer loyalty. The Indian non gear market has grown immensely and the preference for variety looks, design has brought in a number of models in the market. Today India is the second largest manufactures of two wheelers in the

world. It stands next only to Japan and China in terms of number of two wheelers produced and sold. Presently many international brands like Honda, Suzuki, etc. are competing with Indian brands such as, Bajaj, and TVS, Kinetic etc. to capture Indian markets. Each product offering is now designed to meet and exceed the expectations of the customers. The present study was conducted to know the customer satisfaction and the various factors which influence the customers to purchase the two- wheeler.

### **OBJECTIVE OF THE STUDY**

#### **Primary objective:**

To measure satisfaction level of consumer using non gear two wheeler of Honda.

#### **Secondary Objective:**

To know customer preference while buying of Non-gear two wheeler of Honda.

To know which category of people are mostly using Non-Gear Two wheelers of Honda.

To find out the factors that influence on customers, when they are purchasing non gear two wheeler of Honda

### **REVIEW OF LITERATURE**

Siddhartha and S Mukherjee (2012)

The study reveals that the two-wheelers in India are used for variety of work such as visiting people, outdoor jobs like selling and buying. In rural areas it helps people to travel more frequently to nearby towns to their daily satisfied customer needs. The two wheeler has becomes a valuable support for increasing productivity and in turn the profit, besides helping as a personal mode of transportation.

V.G.Ramakrishnam (2011)

The two-wheeler market that has seen an explosive rise in sales over the last few years which created an opportunity for various companies to enter the after sales business of two wheeler, Honda and TVS, a company well known, has entered into the motorcycle servicing business.

Biswajit Mahanty & Virupaxi Bagodi (2010):

More than 55 million two-wheelers are moving on Indian roads. Accordingly, two- wheeler service sector should have generated revenue amounting to INR 100,000 million per year, but in reality, this has not been realized in the organized service sector, the Indian two- wheeler service industry has not considered servicing as a line of business and providing conveniently reliable services is most important in two-wheeler services in India to capture the market.

S. Saaravanan & Prof. N. Panchanatham (2009):

They discussed the essentials for promotion of a product. The result shows that a customer considers all factors at the time of purchasing a two wheeler, although majority of customers give importance to the brand image. This study also describes the socio-economic factors which satisfy two wheeler customers and that the employees and students crave for show room services.

M.L. kamaeswari (The Indian Journal Marketing Oct - 2009):

He has expressed that, industrialization has brought vast changes in the automobile industry, because and development of any area requires appropriate transportation facilities, automobile industry in one of the fastest growing sectors in our country. The rapid growth of middle class section is the primary reason for the growth of two wheeler industry people in rural and semi urban areas are trying to devote their life style and people in metropolitan cities are completely disappointed with the public transport system.

### **RESEARCH METHODOLOGY**

#### **Research Design**

Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group, whereas diagnostic research studies determine the frequency with which something occurs or its association with something else.

Research design is the arrangement of conditions for collection and analysis of data in such a manner that aims to combine relevance to the research purpose in accordance with the research procedure.

### **SOURCES OF DATA COLLECTION**

The task of data collection begins after a research problem has been defined and a research design has been chalked out. While designing about the method of data collection, the researcher should keep in mind two types of data

#### **PRIMARY DATA**

The data which are collected for the first time, directly from the respondents to the base of knowledge and belief of the research are called Primary Data. Primary Data means the data which we actually gather by making the survey or field work.

For this project, we have selected questionnaire method for primary survey because out of all these methods, questionnaire is more flexible to collect the information from the investors. It collect almost all the information that we want for our survey by making a good format of questionnaire.

#### **SECONDARY DATA**

The data which are collected and compiled in a published nature is called secondary data. Secondary data is the data which we actually collect from the books, magazines, internet, newspaper or any other sources. It is the data which we take for our reference for making the further analysis of the project.

#### **SUGGESTIONS**

- Honda should introduce a low price moped.
- For the promotion, company should make road-show that will increase the sales. The company should give more concentrate on the advertisement.
- Honda Company should implement a new strategy to reduce the competition and lead into the bike market.
- As people expect more mileage per kilometer, company should increase the mileage of the Honda Moped.
- Honda should make a sports look in moped so that male influenced to purchase.
- As already discussed the sample size is a limitation besides some of the participants were not the actual owner of the vehicle. But they are the consumer.
- we suggest that honda give instant delivery of activa to customers and not charged on price to customers.

#### **CONCLUSION**

- The results clearly show that Honda has got a lot of way to establish itself in the market.
- Besides the price and mileage, the common customer doesn't find anything attracting. Also, the number of males preferring Honda is very low, and that segment of customers has the major market potential.
- Only that passion toward the brand will help them succeed and capture the Market share
- Advertisement gives information to customer about Honda brand.

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