

YATRI MOTORCYCLES

BIZSPARK

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A Case Study on Yatri Motorcycles Start-Up Journey in Nepal

- 1st automotive company of Nepal
- Designs & Produces Electric Motorcycles
- CEO has engineering background
- Facing issues with government rules
- Low sales (100 units sold)

Methodology

- Conducted CEO Interview
- Customer Interview
- Market Survey
- Secondary research

Market Analysis

- Nepal: Least Developed Country, Low GDP
- **111th** in Global Innovation Index
- **71.49%** of all vehicles are motorcycles
- EV import rose by **440%** in 2022

Problems

- Luxury pricing in a developing market
- Product focused than market focused
- High costs & low sales
- Low brand awareness

USP's

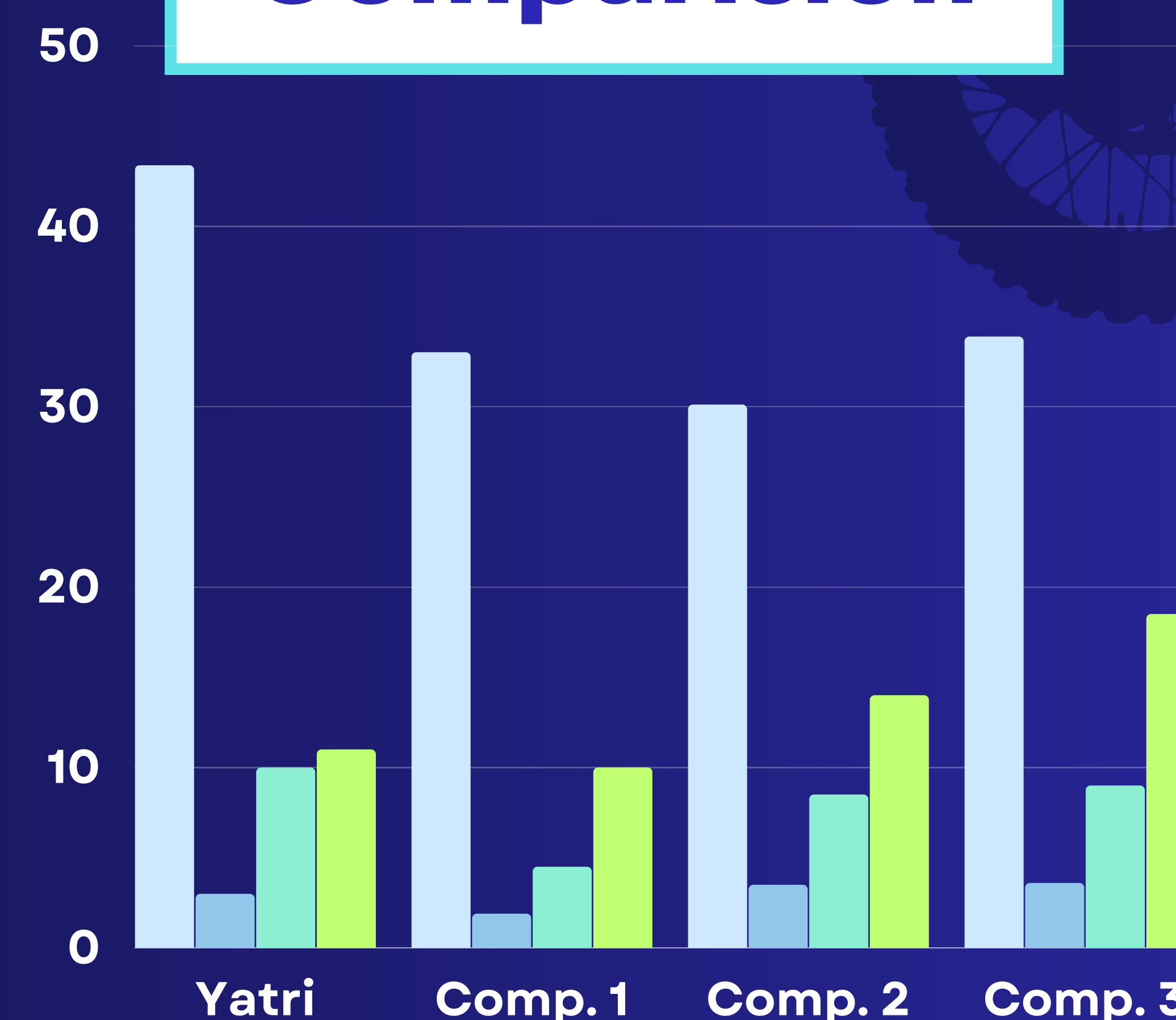
- Market leading product
- Cheaper in the long term
- Better customer service
- Charging network
- Product customization

Customers

Common Traits of customers:

- Environmentally Conscious
- Urban Dweller
- Early Adopters
- Motorcycle Enthusiasts
- High Income

Comparision



Comparing Price, Power, Speed and Range between competitors

Reccomendations

- Reduce Cost
- **Diversify** Product Line
- Strategic Alliance with manufacturers for **economies of scale**
- Deeply evaluate **expansion** globally
- Maintain **value addition** is customer purchasing journey
- Consider **Foreign Investments**
- Bring in **business** savvy co-founder

Conclusion

Difficult yet **impressive** journey of Yatri

It has a lot of global and local **potential** which can be achieved through changes in **pricing** and **product** line