

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Okinawa Electric Scooter

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Okinawa Electric Scooter

Abstract:

Values have always been important to Indians. The budgets of the middle class have been severely damaged by the present pandemic scenario, which includes escalating fuel prices. People have been compelled to reconsider purchasing traditional gasoline-powered mobility options as a result of this. Due to their lower operating and maintenance costs than regular autos, electric vehicles are becoming increasingly relevant. This long-term strategy not only alleviates Indian families' concerns about growing gasoline prices, but also helps to restore nature's dominance. The case presents the Okinawa in this context and analyses competition through marketing frameworks.

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