

CHAPTER 1 INTRODUCTION

1.1. Background

1.1.1 *Automotive Two wheeler Industry*

Indonesia is the third largest two wheeler markets for the automotive industry. According to OICA ([Organisation Internationale des Constructeurs d'Automobiles](#)) , the automotive industry in Indonesia plays an important role in the economic growth of the nation, contributing 10.16 percent of the GDP (Gross Domestic Product). Indonesia's automotive product exports are currently higher in value than imports.

Based on PT Astra Honda Motor (AHM) internal data through Project Bike survey 2018-2020 (consumer behavior & market trends), Indonesia, With a big population and also public transportation not connected to the majority of cities in Indonesia, lifestyle, functionality, and other factors, people prefer to drive & ride by their vehicle. Two-wheelers in Indonesia act as one of the primary alternatives to walking, riding a bicycle, and public transport systems. Rising fuel prices, high local traffic congestion, ease of usage, and lower prices in comparison with other personal vehicles are some of the primary growth drivers for two-wheelers in Indonesia. Commuters of all ages daily rely on motorized vehicles, especially two-wheelers, owing to the escalating population and rapid increase in traffic congestion, thereby making two-wheelers the most appropriate and convenient mode of transportation in urban areas.

Referring to AISI (Association of Indonesia Motorcycle Industry), The Indonesian Two-Wheeler Market is classified based on vehicle type, engine capacity, and region. In terms of vehicle type segmentation, the market is classified into scooters, motorcycles, and underbone. Adding to AISI data, Scooters accounted for the largest market share in the Indonesian Two-Wheeler Market in 2021. Data from AISI in, from January-December 2021, Indonesia's national motorcycle sales reached 5,057,516 units. Meanwhile, in the same period in 2020, domestic motorcycle sales only reached 3,660,616 units. In terms of engine capacity, the two-wheeler is regular.

Market in Indonesia is categorized as less than 150 cc, between 151 cc and 250 cc, and above 250cc. Based on AISI data, the sales volume of Lightweight scooters is most popular amongst Indonesian people, with below 150 cc engines expected to continue their dominance during the forecast period.

A few of the leading companies operating in the Indonesian Two-Wheeler Market are Honda, Yamaha, Suzuki, Kawasaki, TVS, KTM, BMW Bajaj, and Harley Davidson. According to <https://industri.kontan.co.id/>, Honda and Yamaha hold the largest market shares in the country, and their dominance is expected to continue over the next five years. Quoting from articles on <https://www.globenewswire.com/>, The Indonesian Two-Wheeler Market is anticipated to surpass \$ 10 billion by 2025, owing to the increasing demand for economical transportation. In volume terms, the Indonesian Two-Wheeler Market stood at around 6.49 million units in 2019, making it the third-largest two-wheeler market in the world after India and China. To confirm the data, AHM did an internal survey project to find out the key factors responsible for the growth of the two-wheeler market in Indonesia. There is an increase in disposable income, rising demand for cheaper personal transportation, coupled with increasing female riders, improving the road infrastructure, and growing popularity of credit & loan facilities.

1.1.2. Two-Wheeler Market in 2021-2022

If we learn the data from <https://www.motorcyclesdata.com> (a website for market intelligence & consulting firm specialized in the two-wheeler industry, providing data, forecast, and insight), two-wheeler industry, tried to reach this year, after the deepest fall in decades reported during 2020 period. However, recovery was not easy but still in progress. With restrictions for production and distribution in each manufacturer and lower consumer demand vs normal conditions, the result of whole bike distribution was lower than expected, particularly in Q3 2021. Recovery is in place after that the first half ended with 2.5 million sales (+30.6% vs the correspondent period 2020 which is the lowest during the covid-19 period, but down a deep 24.6% vs 2019) and Q3 sales up again 36.1%, but is not enough to balance the deeper lost reported last year.

Moving forward to 2021, Motorcycle trends 2021 got impacted by The Indonesian economy growing at a notably softer pace in Q3 2021, despite upbeat exports and higher commodity prices. But the condition is better than in 2020; the Indonesian Government is concerned about the local industry that can make an impact on the economy's healthiness. In the two-wheeler industry, they make a policy such as increasing Tingkat Komponen Dalam Negeri (TKDN) in the automotive industry and also supporting again for MICE (Meeting, Incentive, Convention, and Exhibition) that related to the automotive industry, such as GIIAS (Gaikindo

Indonesia International Auto Show) and also IIMS (*Indonesia International Motor Show*). With this strategy, conditions have improved so far in Q4 amid a relaxation of restrictions, by a jump in the Purchasing Managers Index in October 2021.

Quoting from Otomotif Kompas about the two-wheeler forecasting market In 2022, AISI believes that the market is expected to keep recovering towards the 5,4 million sales reaching the pre-covid level, while the Government is studying new incentives for electric vehicles to revamp the essential plan to replicate ICE vehicles in short terms. Mr. Thomas Wijaya (AHM Marketing Director), in that article, gives three factors that could stimulate the recovery of the two-wheeler industry there are 1. Covid-19 condition, 2. Growth of commodity, 3. Government Policy. So far, all Japanese manufacturers are key players in the two-wheeler industry. Honda below PT Astra Honda Motor is the market leader with a wide gap over (market share 77,4 % in Indonesia) the followers, Yamaha, Kawasaki, Suzuki, and other brands

1.1.3. Two-Wheeler Competition In Indonesia 2021

Based on www.globenewswire.com (a company who was specializing in the delivery of corporate press releases, financial disclosures, and multimedia content to the media, investment community, individual investors, and the general public) - The Indonesian Two-Wheeler Market is anticipated to surpass \$ 10 billion by 2025, owing to the increasing demand for economical transportation. In 2021, the total market distribution based on AISI data reached 5.0517.506 units, a huge number if we compare with 2020 growth of around 30% (. The lowest number only occurred in May 2021 when the national government took action against Covid-19 with PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat) Darurat Policy. Based on the brand, Honda is still the market leader, followed by Yamaha, Suzuki, and Kawasaki. AHM with Honda brand has been winning the market competition for more than 10 years among other competitors, especially Yamaha as the strongest rival. The data below shows table of two wheeler market competition in Indonesia (2021) based on domestic wholesales ;

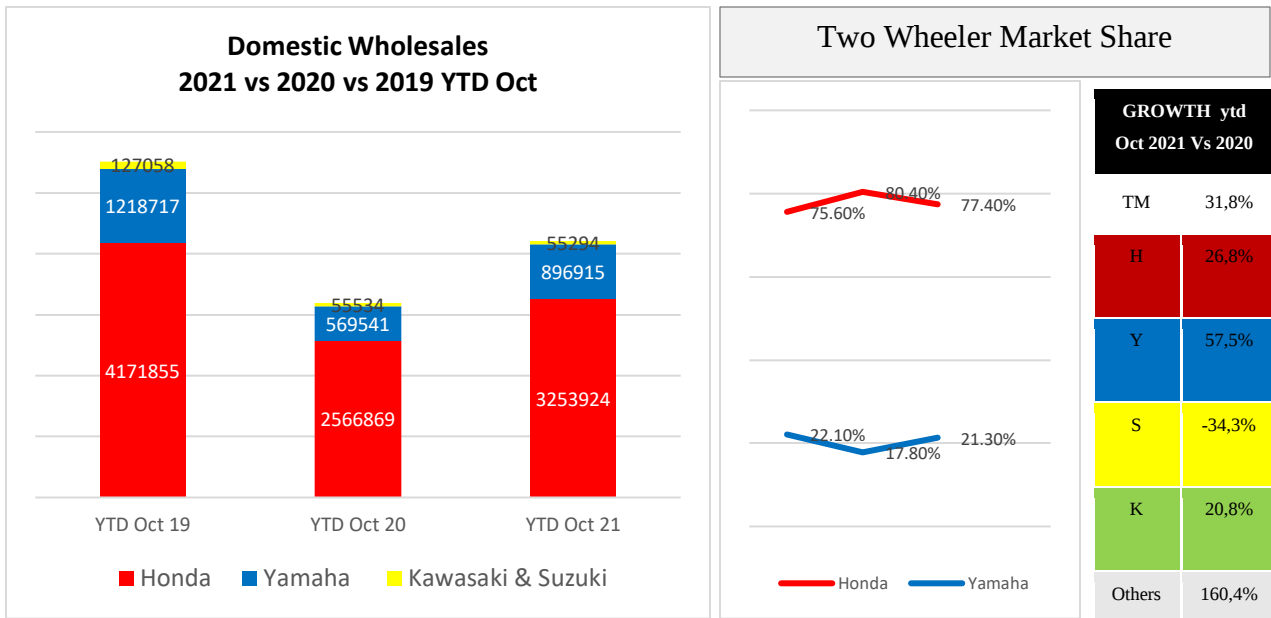


Figure 1.1. Two Wheeler Domestic Wholesales -year to date 2022 (AHM Internal Data)

According to the data above, AHM had a decline in market share from 80,4% to 77,40% (year to date October 2020 vs year to date October 2021). On the other hand Yamaha, as the strongest competitor, showed a positive trend from 17,8% to 21.3% in the same period. Honda's growth was 26,8%, and Yamaha's growth was 57,5%. Both of them are too strong when compared with other brands.

1.2. Company Profile Astra Honda Motor

PT Astra Honda Motor (AHM) is a joint venture established by Astra and Honda Motor Co. to run the production and marketing of Honda motorcycles as a global player serving customers in Indonesia and other export destinations. The Company restructured its motorcycle business by merging PT Federal Motor Japan and Honda Federal into PT Astra Honda Motor (AHM); the shareholding composition between PT Astra International Tbk and Honda Motor Company Ltd. Japan is 50:50 In the two-wheeler market. PT Astra Honda Motor has a vision and mission ;

1.2.1. Vision

AHM wants to be the leader of the motorcycle market in Indonesia and a world-class player by realizing consumer dreams, creating joy for consumers, and contributing to Indonesian society.

1.2.2. Mission

Creating mobility solutions for the community with the best products and services.

Products launched by AHM in 2020 were 15 new models for the domestic market, including two new models for the export market. AHM also brought to market brand new BeAT and Scoopy as popular and strategic volume seller models. Given the importance of motorcycles as a transportation mode of choice for most of the Indonesian population. In Indonesia, AHM operates with support from 29 main dealers to distribute Honda motorcycles and spare parts, as well as after-sales services. Astra-owned Honda Sales Operation (HSO) serves as one of the main dealers. Honda motorcycle distribution network operates under the value of “One HEART” to serve customers across Indonesia and market segments. Honda’s marketing strategy relies on an expansive network covering more than 1,700 dealers, including service innovations targeting the premium market as consumers of big bikes, with after-sales support through a network of 3,700 Astra Honda Authorised Service Stations, familiarly known as “AHASS,” and more than 8,700 authorized spare parts shops. Honda service network implements the Honda Customer Care system to deliver service standards designed for maximum satisfaction of each, and every customer served. AHM has an estimated 30.000 employees in total to support the operations of all their factories and achieve high production volume targets. These employees are a mix of factory workers and office workers. The huge amount of organizational employees makes AHM have a diverse and large org

1.2.3. Organization Structure

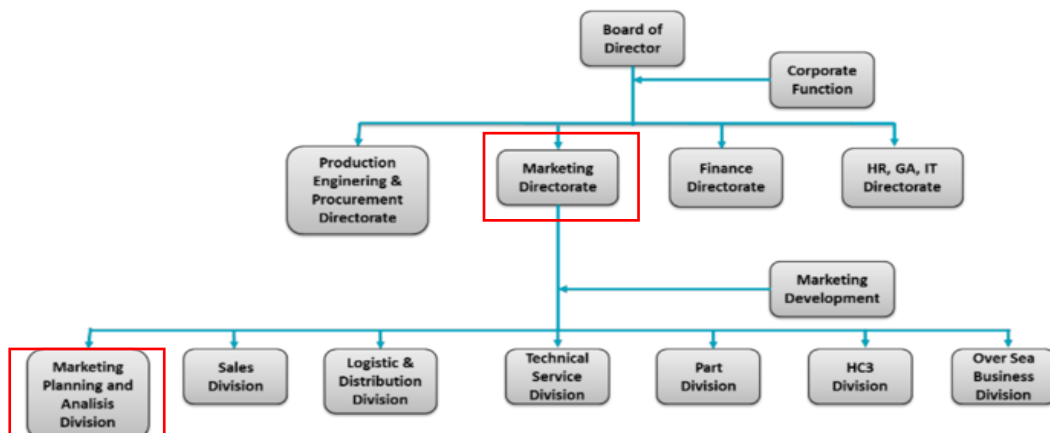


Figure 1.2. PT Astra Honda Motor Marketing Directorate Structure (source :AHM Internal Data)

One of the divisions that are vital in developing a marketing strategy is Marketing Planning Analysis Division. This Division itself consists of 10 (ten) different departments:

- Product Planning Department. This department manages all Honda motorcycle product lineup preparation. Collaborating with Honda Japan and other Honda affiliations, this department is responsible for managing the flow of Honda's new lineups, when to launch the new product, what are the colors, what are their apparel and accessories, and when they will be distributed.
 - Product Management Department. This department usually becomes the project leader of the upcoming new Honda Motorcycle product.
 - Consumer Insight Department. This department's main task is to do surveys toward Honda customers and competitor customers. The survey done varies regarding the new product, campaign, customer satisfaction, also surveying Honda competitor's customer
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 - Safety Riding. This department is to develop and educate safety riding to all Honda networks and customers.
- Motorsport Department. This department heavily focuses on motorsport activities, racing image, and Astra Honda Racing Team.
- Network Physical Department. This department manages the standardization of the Honda network throughout Indonesia. The focus on how the Dealer network looks and design must follow AHM standards
 - Advertising Department. This department is mainly in charge of preparing all promotion material and advertising campaigns for Honda motorcycle products and campaigns.
 - Digital Marketing Department. This department has the same role as the advertising department, but its main domain is on the digital network.
 - Brand Activation Department. This department is responsible for increasing brand and product image awareness through the event and other offline activities and also supports all corporate events preparation.

- Community Development Department. This department is responsible for managing all Honda community clubs and creating various activities to support the communities existence and growth.

To develop a marketing strategy between divisions, AHM initiated an internal communication strategy, namely Planning Cycle & PDCA. In AHM, before facing a new production year, all organization management members join together in the planning cycle phase. To help monitor planned programs, AHM internally has a monthly PDCA (Plan, Do, Check, Action) meeting that is separated into several levels, the same as the planning cycle. This PDCA started at the department level and will be continued to the directorate level.

1.2.4. Values

As a multinational company AHM actively commenced a public organization communication campaign both for commercial and social purposes through its own media also public channels. AHM campaign is the "One Heart" campaign, also well known as "*Satu Hati*." This campaign was launched in 2010. This campaign is not only for the company tagline but also for company value. "One Heart" is a value that the organization tries to develop as AHM always considers customer needs to produce a motorcycle that resembles their customer's dream; moreover, in other definitions, One Heart also can be define which is AHM and customers connected in one single heart to reach dream together .

In the "One Heart" value campaign, AHM starts to show their commitment to the value by sharing and spreading this campaign to all their networks, both internally & externally, and to their customers. Internally, AHM implements the "One Heart" campaign as the main organization value. Within "One Heart," they create four main working values Respecting Others, Responsible, Integrity, and Innovation. These values are placed in every supporting element in the organization and implemented in many public working spaces. AHM industrial relations encourage all employees to think, act, and collaborate with One Heart values. This value combines Catur Dharma from PT Astra International Tbk Philosophy & Honda Philosophy from Honda Motor Co. Ltd. Externally, AHM always put their One Heart brand in all their promotional material. All promotion material (TVC, banner, billboard, product ad., flyer, etc.) has to include the "One Heart" logo beside their well-known wing mark. "One Heart" jingle also becomes a must to play in every AHM and their Main Dealers activation event. Besides that, AHM also supports the Honda MotoGP

racing team by placing "One Heart" and "Satu Hati" brands on the racer's racing suit. This logo placement on the Honda MotoGP racing suit caught public attention and made them more aware of the campaign. AHM also actively put One Heart in several products and put the logo in every product brochure as part of its corporate identity. Marc Marquez, as the world moto GP champion, also spread the spirit of One Heart values on any occasion and his racing suit. Alongside it, they try to show how Honda "One Heart" help them achieve their success. To measure how successful the One Heart campaign run was, AHM conducted its own survey to evaluate the campaign program.

1.2.5. Latest Company Performance

In the pandemic era AHM recorded a 41% decline in motorcycle sales volume to 2,892,000 units from 4,911,000 units in the previous year, reflecting an increased market share. Throughout 2020, a total of five new models and 11 revamped models were launched. In the midst of the pandemic, AHM performed better than the entire two-wheel market in regard to sales achievement. AHM was able to maintain the top position in the hearts of customers. AHM's reputation as a global player continues to be recognized with the success of a good export sales performance.

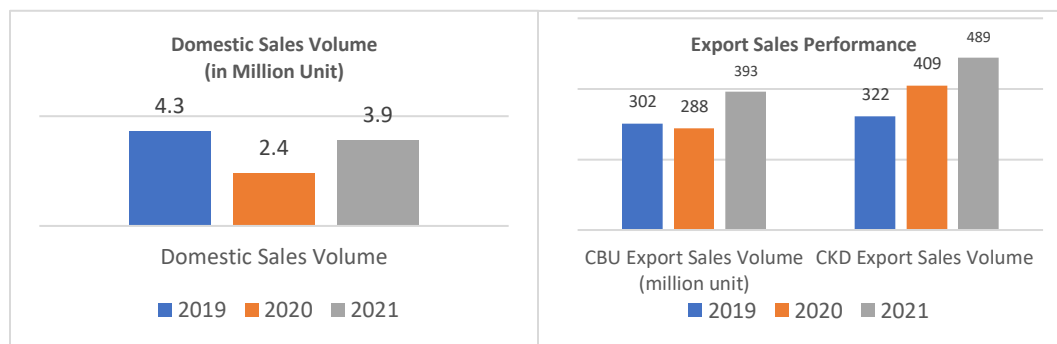


Figure 1.3. Sales Volume PT Astra Honda Motor 2019-2020 (AHM Internal Data)

In 2021, the wholesale market for motorcycles increased by 31% to 3.8 million units in 2021 (*source: Ministry of Industry*). Astra Honda sales increased by 26% to 2.9 million units. Four new models and 14 revamped models were launched in the first nine months of 2021. The kind of products already launched & did refreshment in 2021 are; Honda PCX 160, Honda Vario 125, Honda CB150R, Honda BeAT, Honda C125, and Honda CB150X

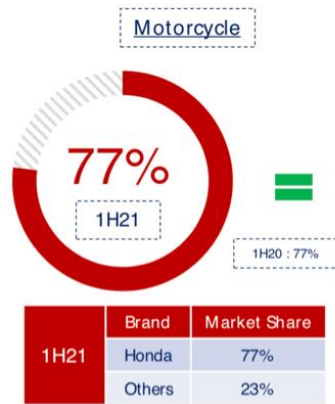


Figure 1.4. Sales Volume PT Astra Honda Motor 2019-2020 (AHM Internal Data)

1.3. Business Issue

1.3.1. Motorcycle Population in Indonesia

Low labor costs and a low motorization rate have opened the door to an increasing number of motorcycle manufacturers, including Honda, Yamaha, and Kawasaki. In Global Motorcycle Market Indonesia is the third largest market for motorbikes and scooters in the world after China & India. Total population about 200 million motorcycle around the world.

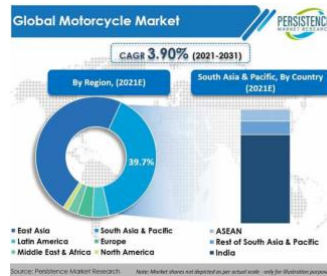


Figure 1.5 Global Motorcycle Market (Source: www.persistencemarketresearch.com)

concerning a survey project conducted by AISI, there are approximately 80 million bikes in the country. About 85% of the households own at least a motorbike and use it as the main means of transportation for all the family members. But in 2020, the motorcycle population was decreased to -33.1%. That we can see data from Asian Motorcycles Industries (CAAM) below :



Figure 1.6. Asian Motorcycle Sales due to pandemic.(Source : Federation of Asian Motorcycle Industries)

In 2020 This value decreased significantly in comparison to the value from the previous year. This happened due to the impact of the global COVID-19 crisis, including in Indonesia. Sales are still suffering majorly due to the crisis. In this country, motorcycle sales are dominated by AT bikes. By number AT/Scooter bike reach 87,58%, Sport Bike 6,12%, and underbone / CUB bike, 6,30%.

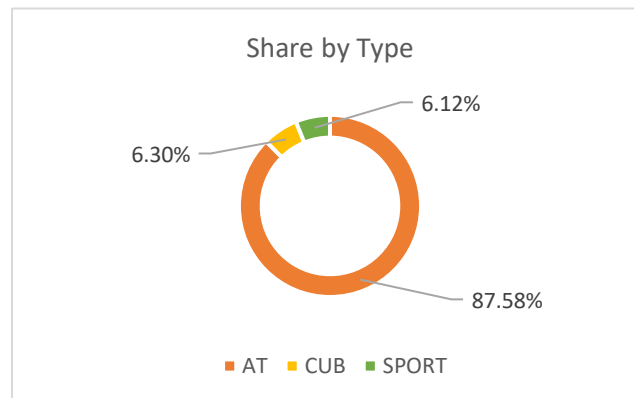


Figure 1.7. Distribution Domestic by Category 2021 (Source : <https://www.aisi.or.id/statistic/>)

Based on the data above, from 2015-to 2020 AT/scooter bikes are the most important segment in Indonesia. The engine of a scooter bike consists of 110cc (AT Low), 125cc (AT Mid), and 150cc (AT High). When a brand is able to gain more sales in the AT segment, it will be the market leader. In Figure 4, we can see that the market in Indonesia decreased and impacted the AT segment as the biggest pie

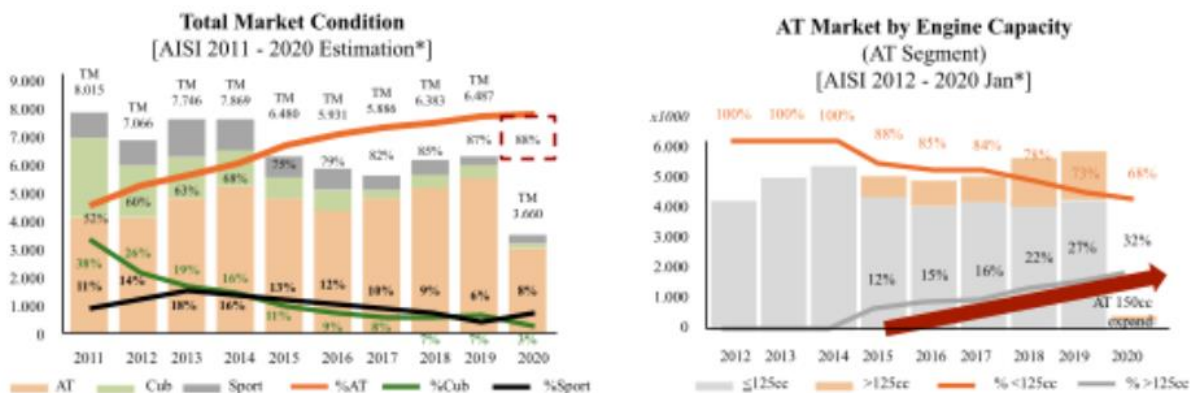


Figure 1.8. Total Market Condition & AT Market by Engine Capacity-AT Segment,(source : AHM Internal Data)

Based on total market condition, although total volume decreasing due to covid 19 pandemic AHM market share increased 1% from 87% to become 88% impact from growth of number of sport volume and number of AT/Scooter volume. Zooming per type, AT 150cc up is the most increasing bike in 5 years.

1.3.2. Market Share AHM in AT Segment

Although Honda's market share is increasingly dominant, the competition is also getting tighter especially in the AT/Scooter segment. Slicing by cc bike capacity, AHM still struggles to compete in 150cc bikes. As we can see the graphic below :

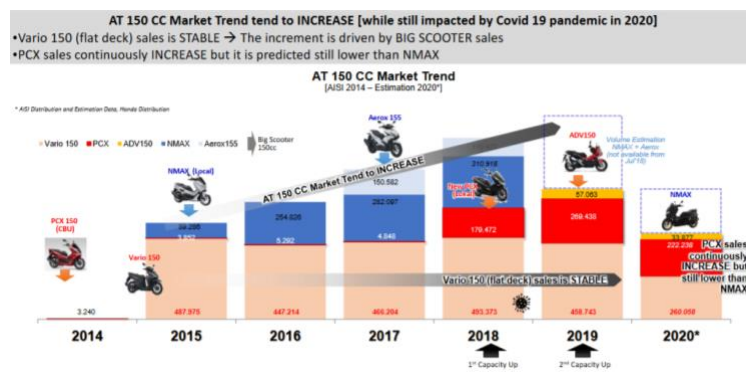


Figure 1.9 : Sales Volume AT/Scooter 150 cc. (source : AHM internal data)

Honda needs to regain absolute dominance in AT/Scooter bike high market because of 150cc volume trend has been significantly growing so fast starting from the year 2015. Based on the AT scooter bike high market segment (150cc & above), AHM has many products there are Honda Vario 150, Honda PCX 160, Honda ADV 150, and also Honda Forza 250. In terms of volume and the most concerned product related to competition, AHM should give close attention to Honda PCX 160. This product is a global product, and also a hero product in AT/Scooter bike high market with price starts from Rp 30.945.000 to Rp 34.545.000 and also his strongest competitor which is come from Yamaha brand with Yamaha NMAX 155 bike. Almost AHM products as a market leader in the two-wheeler industry, except Honda PCX 160. That is the main reason why Honda must give power and attention to maintaining product penetration. Since Yamaha NMAX 155 is produced in Indonesia, the bike strongly has an impact on the two-wheeler market trend, especially for AT/Scooter with 150cc engine capacity.

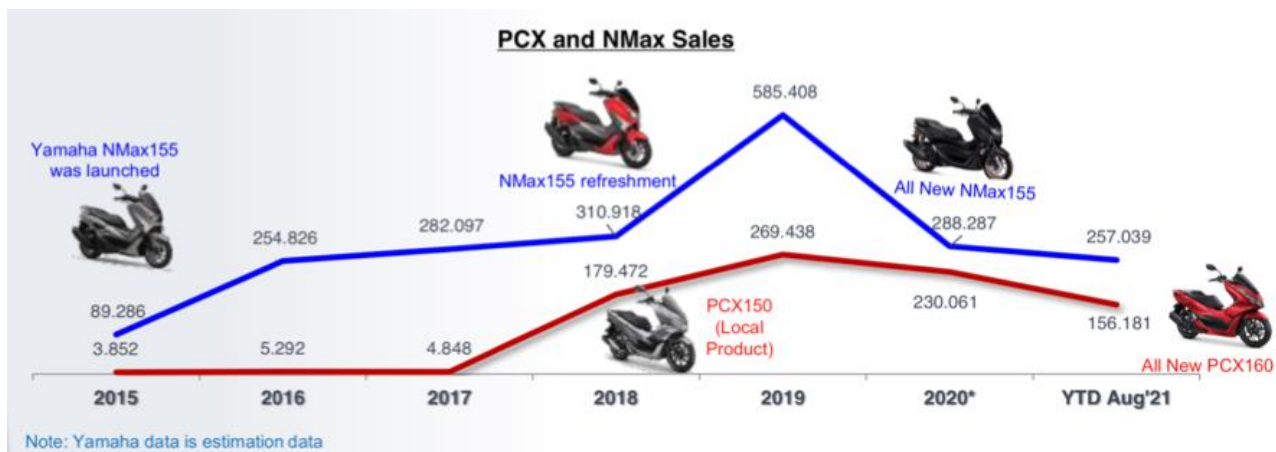


Figure 1.10 : Head To Head PCX & NMAX Sales. (Source : AHM internal data)

AT/Scooter High market has been expanding since 2015 and growing greatly, especially the sit-in type is very attractive. In the 1st six months of Honda PCX 160 launching, the product enjoyed good sales, but the penetration didn't have much impact on Yamaha Nmax Sales.

										
Model	Down Payment	Installment (xRp.1000)							Model	Down Payment
		11	17	23	27	29	33	35		
PCX160 CBS Rp.31,007,000	3300	3288	2300	1848	1671	1597	1488	1438	All New Nmax Connected Rp.31,100,000	3200
PCX160 ABS Rp.35,917,000	3800	3723	2644	2123	1920	1835	1709	1651	All New Nmax Connected ABS Rp.33,850,000	3400

Source: FIF Finance

Source: BAF Finance

Figure 1.11. Honda PCX 160 & Yamaha NMAX 155 price-credit scheme.(Source : FIF Finance & BAF Finance)

1.3.3. Top of Mind Bike

AHM conducts surveys on customers' bikes and also people in Indonesia to learn more about product perception, customers trend, buying motivation, and also future opportunities. The survey program has more than 5.000 respondents (both bike users and non-user) from 55 cities and 18 provinces in Indonesia. The program is named Project Bike Survey. Based on the survey result, AHM again had potential issues in AT high, specifically the Honda PCX brand. In the Top

of mind bike data result, almost all respondents talked about Honda products as their first preference, except for AT/Scooter High market, which is the Honda PCX brand.

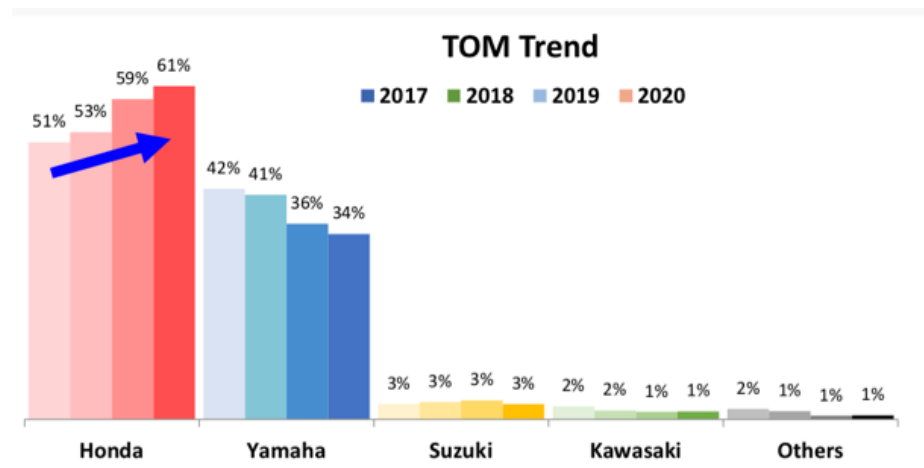


Figure 1.12. Top of Mind Bike Trend in Indonesia. (AHM Internal Data)

Adding the data above, Honda has already succeeded in gaining top of mind over other competitors (Yamaha, Suzuki, Kawasaki, and others). But not in all specific product brands. One of them is Honda PCX In AT/Scooter High segmentation.

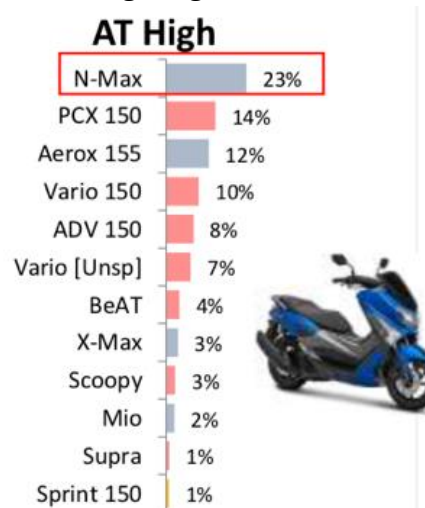


Figure 1.13. AT/Scooter High Segment Market Top of Mind . (AHM Internal Data)

As we can see from the data above, Honda PCX in the red ocean competition, in between Yamaha Nmax and also Yamaha Aerox 155. Moreover, Yamaha Nmax gained 23% top of mind among the other bikes in this segment, almost two times more than Honda PCX 160.

1.4. Honda PCX Product Profile

The Honda PCX is a [scooter](#) developed by [Honda](#). Thai Honda Manufacturing produced it. The Honda PCX was first introduced for sale in November 2009. In 2011, the Honda PCX 150/125 was revealed to the world and sold in some Asian and European markets. Also known as PCX 125 ESP. In 2012, the original engine was redesigned to decrease friction and increase efficiency, and the displacement was increased to 152.9 cc (9.33 cu in). The new engine is based on Honda's eSP (Enhanced Smart Power) design. Honda continues to produce the 125 cc (7.6 cu in) version (with eSP) for export to select markets, such as Europe, where local license requirements favor this engine displacement. In 2014, the PCX received a major facelift. Including new LED headlights, redesigned body, and a few other tweaks. In 2018, Also known as PCX 125 Digital, Honda unveiled two new versions of the PCX at the 2017 Tokyo Motor Show, a hybrid And an electric version. The new version of Honda PCX is expected to launch to the public in 2018.

In the latest edition, which is the author's concern in this paper, In 2021, AHM launched the All-New Honda PCX and All New Honda PCX e: HEV (Hybrid). All New Honda PCX carries the latest generation engine with a capacity of 160cc 4 valves ESP +, liquid-cooled, which reduces friction and produces a maximum power of up to 11.8 kW @ 8500 rpm with a peak torque of 14.7 Nm @ 6500 rpm. Meanwhile, the All-New Honda PCX e: HEV is equipped with motor assist and riding mode with a choice of normal (D) and sport (S) modes to provide a responsive driving sensation in delivering maximum performance.

The presence of Honda Selectable Torque Control (HSTC) increasingly provides a sense of security in supporting the best performance of the All-New Honda PCX when crossing slippery road conditions. In supporting its performance, the All-New Honda PCX is able to consume fuel up to 45 km/l. The test is carried out by activating the environmentally friendly feature Idling stop system (ECE R40 method) with the EURO 3 test method. All New Honda PCX is marketed with three types, namely CBS, ABS, and e:HEV. AHM markets the All-New Honda PCX with prices the road (OTR) DKI Jakarta of Rp. 30,350,000 for the CBS type, Rp. 33,950,000 for the ABS type, and Rp. 43,550,000 for thee:HEV type.



Figure 1.14. Honda PCX Official Brochure (source: www.astra-honda.com)

1.5. Problem Statement

As mentioned above, Honda is the market leader brand in the two-wheeler industry. But, the AT/Scooter bike segment is the key to sustaining as a leader in the competition, and also AT/Scooter is a future trend until 5-10 years from now. Sad to say, AHM is still struggling to compete in AT/Scooter High-end market segmentation, which is strongly attacked by its competitor, especially Yamaha Indonesia. In this bike segmentation, Honda PCX and Yamaha NMAX have been competing with each other since years ago, and in 2021 Yamaha NMAX still pole position better than Honda PCX 160 in sales volume, distribution, and also Top of mind product in AT/Scooter High market segmentation according to AISI data and also self-findings by AHM internal data and also AISI data.

1.6. Research Objective

The main objectives of the Final Project would be as below :

1. To understand the external and internal factors of Honda PCX 160 that affected sales
2. To understand customer's expectation of Honda PCX 160
3. To develop the growth marketing strategy for Honda PCX 160
4. To create an implementation 7Ps Marketing Mix activity plan for Honda PCX 160

1.7 Research Question

1. How to understand the external and internal factors of Honda PCX 160 that affected sales?
2. How to understand the customer's expectation of Honda PCX 160?
3. How to develop the growth marketing strategy for Honda PCX 160?
4. How to create an implementation 7Ps Marketing Mix activity plan for Honda PCX 160?

1.8. Research Limitation

This final project will have a limitation;

1. The research will only focus on Honda PCX 160 produced by PT Astra Honda Motor.
2. The research will only focus on PT Astra Honda Motor's role (manufacturing, marketing & sole distribution of Honda brand)
3. The main research was conducted by generalizing and analyzing the results of limited interviews with consumer representatives.
4. This study only focuses on how consumers perceive bike products originating from Indonesia.
5. The data limitation displays in paper due to confidentiality
6. This research also provides supporting data from secondary desk research that is useful for enriching market insight and understanding.
7. The data combine before 2020 and after 2020, so that in some table display global effect of Covid-19 pandemic

1.9. Systemic Writing

This research is divided into 4 (four) main chapters, as explained below:

a. Chapter 1 – Introduction

This chapter is about the introduction and consists of the explanation of the background business situation, company profile (history, vision, mission, and business scope), the business issue faced problem statement, research objectives, research question, limitation of business process, and systemic writing.

b. Chapter 2 – Business Issue Exploration

This chapter explores more about the business issue exploration and consists of the conceptual framework, methodology used in research, and the analysis of the external and internal environment.

c. Chapter 3 – Business Solution

This chapter explores more about the business solution. It consists of research and the recommendation of the best business strategy formulation that fits and is proper to answer the business issue and problem statement in PT Astra Honda Motor.

d. Chapter 4 – Conclusion and Implementation Plan

The final chapter explains about implementation plan of strategy, recommendation, and conclusion. Overall, this chapter provides a summary to answer the question of the research.

1.10. Research Methodology

This research used primary and secondary data. Primary data consist of interviews with internal respondents (management in PT Astra Honda Motor) and surveys with external respondents (community and customers of motorcycles). While secondary data were analyzed from PT Astra Honda Motor internal data, PT Astra International Tbk Annual Report, market analysis, book, credible article, credible website, and other credible media. This research also uses internal and external data. To conduct external analysis using marketing frameworks, such as Porter's Five Forces, competitive analysis, and customers analysis. The internal analysis would analyze some marketing frameworks such as TOWS, STP, Resources Based View, VRIO, Business Model Canvas, and 7P Marketing Mix. The result is comprehensive data about the PT Astra Honda Motor business landscape and the future it holds with regards to how to maintain and expand AHM business, especially in AT/Scooter Bike High Segment.