

## **ABSTRACT**

This project has been conducted to analyze the perception of tire customers/users in order to obtain insight information regarding 4Ps variables which are vital tools in gaining competitive edge in an industry. The research focuses mainly on Bridgestone's customers and also included are the recommended strategies to tackle the problems founded in primary survey.

The research was conducted through both secondary research of numerous books, articles, and documents, which were useful in creating a foundation that could be expanded upon to create this finished work. And primary research by means of customer survey of tire customers/users in order to accumulate authentic details.

The benefits from this project include the fact that the project resulted in recommendations that could be implemented to solve problems that obstructed company's objectives. In addition, being able to learn about the various internal and external analyses done for the company, the market condition, and the competitors would help in creating more understanding of the environment that the company works in. This would help the company have an edge over other competitors and become able to effectively and efficiently compete in today's tire market place.