

FORMAT ISSUE

Needs a lot of work

7/15

TOYOTA CASE ANALYSIS - Williams

Need to go back further for their start.

I. HISTORY

A. Well-Known Company

- 1. The company started its work in 1947 when it was known as a domestic-level company.
- ✓ 2. Toyota is one of the well-known and largest companies of automobiles in the world.
- 3. Initially, it used to make 100,000 vehicles a year. Gradually, the business goes on growing and in 2012 the company sold 9.4 million light vehicles.

B. Growth of the company

- 1. It has become the largest automobile company of the world because of the highest sale every year. ?
- 2. The company has hired the elegant and genius workers and the management has firm believe in the fact that hard work and sincerity to the business is a key to success. It was all about the history of Toyota. ?

C. Origin

- ✓ 1. The idea of founding the Toyota Company originated from the mind of Toyoda Sakichi back in 1910. He bought his invention of simple automobile on the screen and gradually the idea got refined.

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II. INDUSTRY ANALYSIS

PORTER'S FIVE-FORCE MODEL MUST BE USED.

A. Competitors

- 1. The company has got many competitors from 2012 onwards and different news companies introduce the automobiles that are highly liked by the customers.
- 2. The management has developed the strategy of introducing customer friendly products, less fuel consuming and fast speed automobiles.

B. Mass Production

- 1. The mass production technique was followed by the company till 2012 but later on the strategy failed.
- 2. The company saw the huge difference between mass production and quality management, so it was decided to maintain the quality without giving any focus to mass production.

C. Customers' Demands

1. The customers' demands have been noted and the company's management has advised the workers to work by the core of the heart.
2. Another strategy that the management has introduced is to lower the cost. The bargaining powers of suppliers and customers usually fluctuate.
3. But the suppliers have offered a wide range of bargaining to the customer and it is one of the plus points of company.

1/5 III. CORPORATE-LEVEL STRATEGY

A. Competition in Market

1. The company has to face the serious competition in the recent years because of many other emerging companies round the globe.
2. The automobile demands fell because of financial crisis and the growth decreased by 40%.

What business(es) are they in?

B. Strategies

1. The company has started making different strategies to face such competition.
2. The different new features have been introduced in the different models of Toyota. The strategy is to attract the customers by introducing the comfortable automobiles and by giving them maximum opportunities.
3. The competition has been increased and now the company is introducing small car by following the rule of easy transportation.

C. Easy Transport

1. This rule is basically introduced for those who are fond of travelling and want to move to different places.
2. It is not only the strategy that they are following but they are planning many other things to maintain the reputation.

2/5 IV. BUSINESS-LEVEL STRATEGY

A. Financial Crisis

1. The population is increasing, and family size is decreasing along with increase in financial crisis.

*Differentiation
Quality
Innovation
Efficiency
Cust. Responsiveness*

- OK* 2. In view of all these circumstances, the company has introduced low manufacturing price of automobiles.
- OK* 3. Toyota has decided to introduce a wide range of cars ranging from a single person to a whole family. All the strategies have been introduced for the sake of customers and in order to attract them.

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V. STRUCTURE AND CONTROL SYSTEMS

Do you understand what structure is?

A. Origin

1. In the beginning, Toyota has established the simple automobiles and origin was Japan.
2. The business started from this country and later on, the business developed in different countries and now U.S is the main corner of this company.

B. Structure

1. The structure of the automobiles is always based on the customers demand and the control of automobile production was not limited.
2. But the trend has been changed now. The structure has been reduced; the idea of small size automobile has been introduced now.
3. The customers do not like the large size automobiles as extra care has to be given to such cars.
4. The idea of mass production was not successful for Toyota, so the management decided to control the production.

C. Focus on Quality

1. They give focus to quality now and the management advises the workers to give serious attention to the complaints of the customers. For example, if there is any fault in any model of Toyota, the workers are instructed to modify the model as soon as possible or to remove the fault immediately.
2. Toyota is one of the ancient brands and it did not face the rivalry and professional competition in the starting years but now it has to take serious actions to improve the quality and the competition should be faced in positive manner.

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VI. INTERNAL ENVIRONMENT

Toyota Case Analysis

? This company has many strengths

A. Strengths

1. It is one of the most ancient and reliable companies of automobiles.
2. It is one of the most favorite brands of the customers because the new models are fancy and advanced, but they are not long lasting.
3. Toyota always tries to hire the workers on merit basis and the company trains the employees for a specific duration. ?

B. Weakness

1. Every company has some strengths and weakness as well. As we have already mentioned the strengths of Toyota, the weakness includes mass production of automobiles. In the starting years, the company used to make a huge number of automobiles without viewing the demands of customers.
2. The size of automobiles also was not according to the customer demand as the company had the trend to make the large size automobiles while the customers like the easy transportation mode via small cars.
3. Moreover, the competition has increased so the company has to accept the fact that there is need to improve the quality of automobiles. ? They're

pretty good as is.

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VII. EXTERNAL ENVIRONMENT

A. Opportunities

1. There a lot of opportunities for the company to grow as they have developed the new strategies to entertain the customers. *What are they?*
2. The company has provided a wide range of jobs and career opportunities to students and workers. ~~X~~

B. Threats

1. On the other hand, there are a lot of threats as well. Again, and again, I have discussed about competition in the market.
2. The competition and other big names of companies are the big threats for the company.

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VIII. RECOMMENDATIONS/EVALUATIONS

These recommendations are too general.

- A. The company should give attention to the demands of customers.
- B. The company should participate in the positive manner.

Idk about an electric car? Autonomous driving vehicle?

- C. The company should go for alternative of mass production.
- D. The new techniques and technologies should be introduced.
- E. The workers should work according to the new standards of automobiles.

IX. References

- A. Hill, C.W., Jones, G.R., & Schilling, M.A. (2017). *Strategic management theory an integrated approach*. Boston Cengage Learning.
- B. Toyota USA| Official Toyota Website. (n.d). Retrieved from <http://www.toyota.com/usa/>

DO NOT REFERENCE THE TEXTBOOK

FORMAT & WRITING

$\frac{5}{10}$

Review The outline format.

39/100

You're not going to pass this class at this rate. Why don't you come in and see me. In 15 minutes I could help you a lot!

