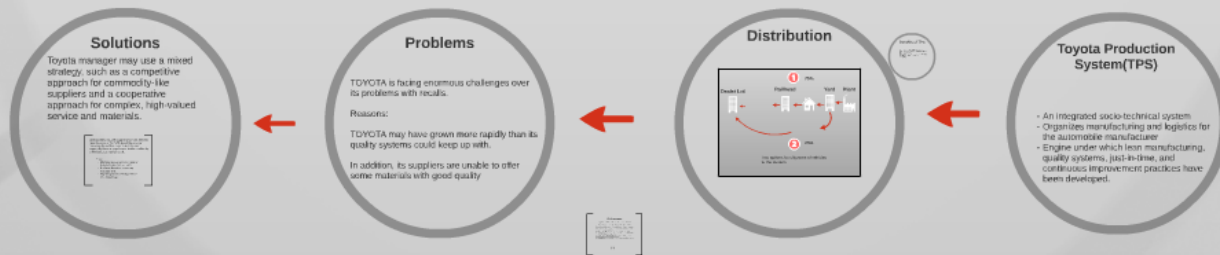
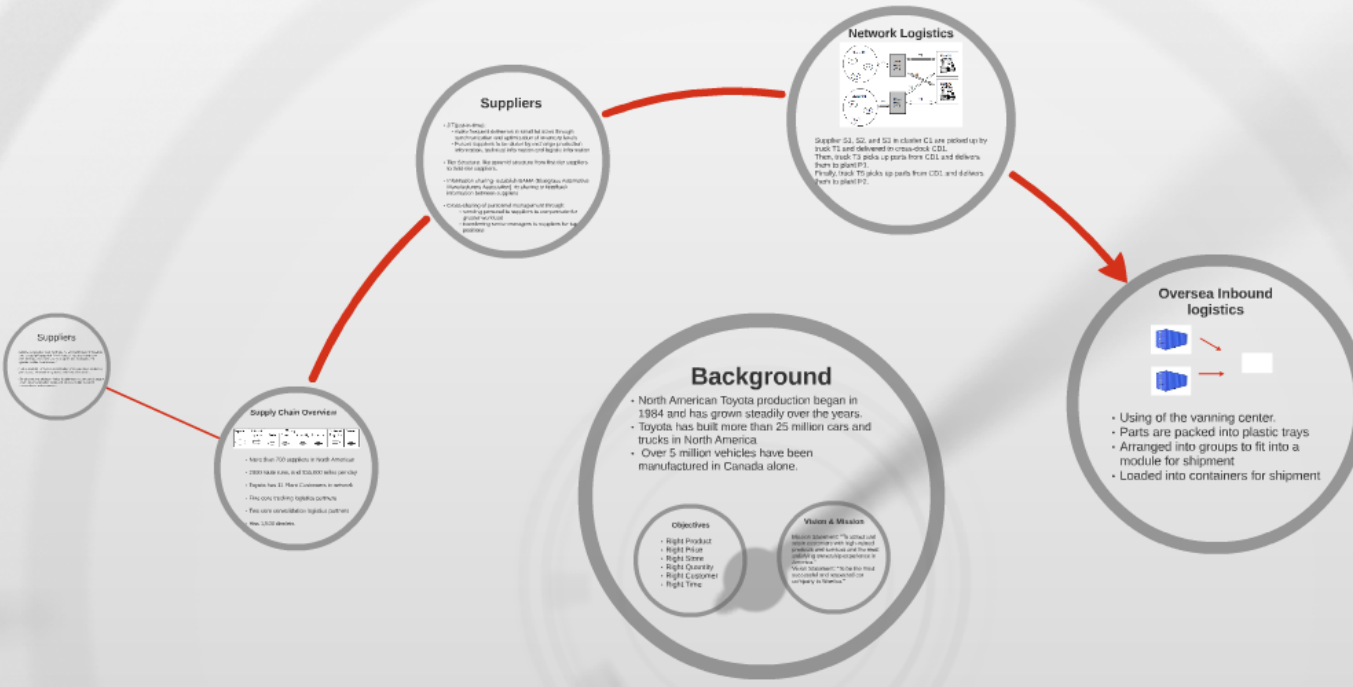
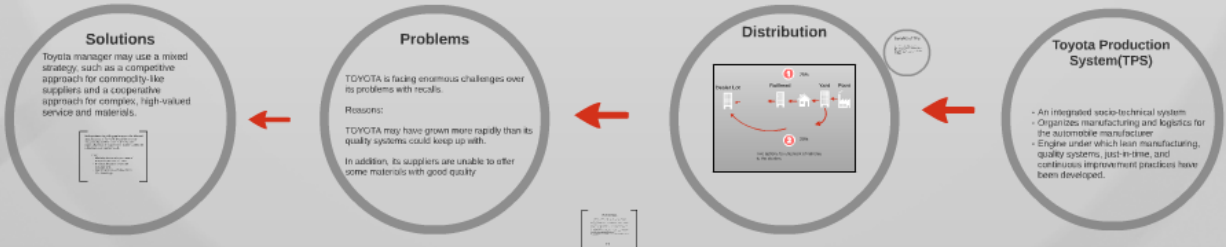


Toyota: Demand Chain Management





Toyota: Demand Chain Management



Background

- North American Toyota production began in 1984 and has grown steadily over the years.
- Toyota has built more than 25 million cars and trucks in North America
- Over 5 million vehicles have been manufactured in Canada alone.

Objectives

- Right Product
- Right Price
- Right Store
- Right Quantity
- Right Customer
- Right Time

Vision & Mission

Mission Statement: "To attract and attain customers with high-valued products and services and the most satisfying ownership experience in America."

Vision Statement: "To be the most successful and respected car company in America."

Vision & Mission

Mission Statement: "To attract and attain customers with high-valued products and services and the most satisfying ownership experience in America."

Vision Statement: "To be the most successful and respected car company in America."