

# Toyota Australia in Perù

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# introduction

Toyota's core business was manufacturing and sale of automobiles. Toyota Motor Corporation was founded August 28, 1937. By the year 2000, Toyota was the world's third largest car company and the largest car company in Japan. Toyota maintains a 9.8 percent share of the automobile global marketplace. The owner of Toyota was Kiichiro Toyoda, and the company's name was kept on the family name but later they changed the name from 'Toyoda' to 'Toyota'. In 1960 the business started to expand. The first Toyota was built in Melbourne, Australia in 1963. It is a successful company that has presence in more than 170 countries

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However the vehicle industry as a whole faced a huge threat to its survival. Oil accounted for 95% of global energy used for transportation (Energy Bulletin, 2007). Also other factors including energy security, concerns over carbon emissions from burning fossil fuels and increasing demands for fossil fuels (and cars) in emerging economies are pushing and will continue to push, up the price of oil.

As a result of these factors the cost of petrol used to power Toyota's cars was predicted to rise significantly making Toyota's products less attractive to customers.

The company could predict that increased costs and changes in customer attitudes could damage their sales internationally, while governments were likely to penalize heavy emitters through taxes and legislation.

# Strengths

Innovative culture. Toyota is one of the most innovative auto companies and has a strong culture that is focused on constant innovation. The company was the first to introduce Kaizen, Kanban and Total quality Management systems widely in their organization. The company was the first to mass-produce and sell hybrid vehicles too.

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Brand reputation valued at \$30 billion. Toyota's brand is the most valued automotive brand in the world. The business is known for its environmentally friendly, safe and durable cars that are sold in more than 170 countries.

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Industry leader in production and sales. Toyota was the first company to introduce lean manufacturing and total quality management practices in manufacturing process. For some time, the company was the only practitioner of these practices and had the lowest manufacturing and production costs worldwide. Although many manufacturers were able to replicate Toyota's lean manufacturing system, the company is still one of the most profitable manufacturers in the world.



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Strong brand portfolio. Toyota currently sells about 70 different models of cars under its namesake brand. This does not only increase brands awareness but also satisfies nearly every consumer group needs. Toyota's flagship models are Corolla and Prius.

The leader in "green" cars development. Toyota understands that environmental friendly cars are the necessity nowadays. Consumers are more selective in terms of CO2 emissions and fuel-efficiency of the cars they buy and Toyota's early move towards selling hybrid and efficient cars is the strength few competitors can match.



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