

TOYOTA MOTOR MANUFACTURING, U.S.A., Inc.

Thecasesolutions.com

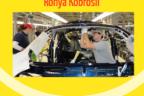




Toyota Motor Manufacturing,

Christina Longo

U.S.A., Inc.









- Problem
- · Toyota Production System (TPS)
- Alternative 1-4

- · Toyota Today





· Pros and Cons

- Recommendation

Implementation

















Toyota, solve the problem of cars being assembled with defective or problematic seats without hurting TPS line utilization?





Toyota Motor Manufacturing, U.S.A., Inc.

Christina Longo Ronya Kobrosli



Re

Involve TMM
Framed Seat;
identify the
correct it o
quality contra
arrival stati
accility.

Agenda

- SWOT
- Problem
- Toyota Production System (TPS)
- Alternative 1-4
 - Pros and Cons
- Recommendation
- Implementation
- Toyota Today

SWOT

Strengths

- Strong market position and brand recognition
- Strong focus on R&D
- Extensive production and distribution systems
- Strong global network
- Diversified product portfolio

Weaknesses

- Product recalls can affect brand image
- Toyota largely dependent on few specific customers for a majority of its revenues

Opportunities

- Growing global automotive industry
- Strong outlook for car market
- Strengthen business acquisitions or joint ventures
- Global expansion

Threats

- Intense competition
- Environmental regulations
- Rising material prices