

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

Thecasesolutions.com

Questions?

Agenda

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

Problem

How did Toyota manage to become the world's largest manufacturer of cars? How did they manage to do this? How did they manage to do this? How did they manage to do this?

SWOT

Strengths
Weaknesses
Opportunities
Threats



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

Christina Longo
Ronya Kobrosli



Toyota Production System (TPS)
• Just in Time (JIT)
• Kanban
• Heijunka
• Pokyondaka
• Standardized Work

Recommendations

Alternative 1
Developing new models, services, and technology
Expanding into emerging markets
Improving operational efficiency
Investing in research and development
Enhancing customer experience
Optimizing supply chain management
Expanding into new geographic markets
Improving environmental sustainability
Enhancing digital capabilities
Investing in talent development
Strengthening cybersecurity
Improving financial performance
Enhancing corporate social responsibility
Optimizing organizational structure
Expanding into new business models
Improving operational resilience
Enhancing data analytics capabilities
Investing in artificial intelligence
Strengthening partnerships
Improving risk management
Enhancing brand reputation
Optimizing marketing strategies
Expanding into new product lines
Improving customer loyalty programs
Enhancing operational transparency
Investing in sustainable practices
Strengthening governance
Improving stakeholder engagement
Enhancing operational agility
Optimizing resource allocation
Expanding into new markets
Improving operational efficiency
Enhancing customer experience
Investing in research and development
Strengthening cybersecurity
Improving financial performance
Enhancing corporate social responsibility
Optimizing organizational structure
Expanding into new business models
Improving operational resilience
Enhancing data analytics capabilities
Investing in artificial intelligence
Strengthening partnerships
Improving risk management
Enhancing brand reputation
Optimizing marketing strategies
Expanding into new product lines
Improving customer loyalty programs
Enhancing operational transparency
Investing in sustainable practices
Strengthening governance
Improving stakeholder engagement
Enhancing operational agility
Optimizing resource allocation

Alternative 3

Reduce the number of heat variations offered

Alternative 2

Increase the number of heat variations offered

Alternative 4

Reduce the number of heat variations offered

Implementation

Short term
Medium term
Long term

Toyota Today

- TMKK was designated as a "zero landfill facility" in 2005
- Toyota announced that TMKK would begin production of the Lexus ES sedan beginning in 2015, adding 50,000 vehicles annually and 750 jobs to the facility
- Toyota is the 11th largest company in the world by revenue, and 3rd largest automobile manufacturer after GM and Volkswagen
- In July 2012, the company reported it had manufactured its 200-millionth vehicle, they employ over 326 thousand people worldwide
- From November 2009 to 2010, Toyota recalled more than 9 million cars and trucks worldwide
- In Oct. 2012, they had to make a recall of just under 7.5 million vehicles worldwide due to problems with the power window switches.
- Toyota is still an industry leader in manufacturing and production, and still focuses their strategies on Lean Manufacturing and Just In Time.

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 Seats
identify the
correct it or
quality contr
arrival stati
facility.

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