

TOYOTA MOTOR CORPORATION: BUILDING THE LEXUS BRAND IN EUROPE

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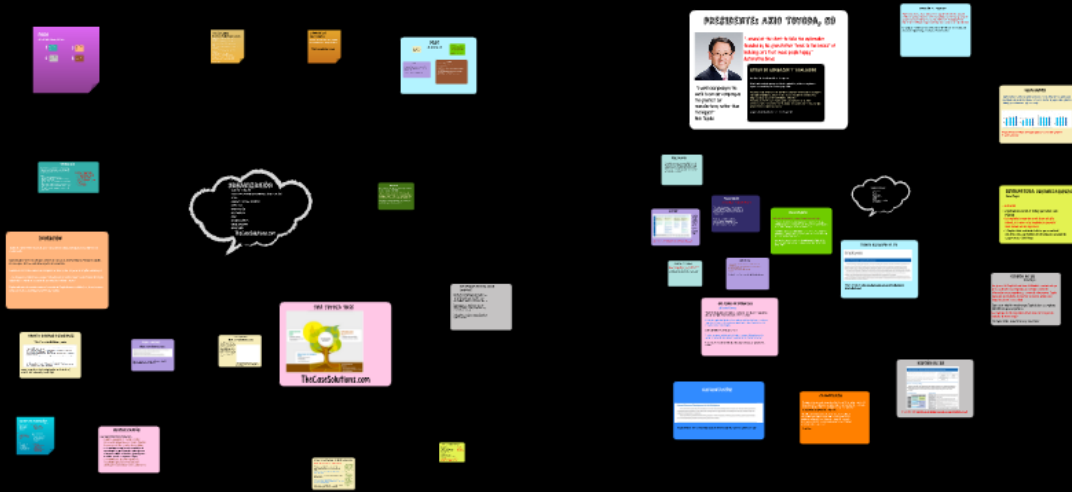
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ORGANIZACIÓN

- MISIÓN Y VISIÓN
- OBJETIVOS ORGANIZACIONALES (POR REGIÓN)
- FODA
- IMPACTO GLOBALIZACIÓN
- CULTURA
- INNOVACIÓN
- ESTRATEGIA
- PEST
- PROBLEMÁTICA
- CRECIMIENTO
- INVERSIÓN

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TOYOTA GUIDING PRINCIPLES

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1. Honor the language and spirit of the law of every nation and undertake open and fair business activities to be a good corporate citizen of the world.
2. Respect the culture and customs of every nation and contribute to economic and social development through corporate activities in their respective communities.
3. Dedicate our business to providing clean and safe products and to enhancing the quality of life everywhere through all of our activities.
4. Create and develop advanced technologies and provide outstanding products and services that fulfill the needs of customers worldwide.
5. Foster a corporate culture that enhances both individual creativity and the value of teamwork, while honoring mutual trust and respect between labor and management.
6. Pursue growth through harmony with the global community via innovative management.
7. Work with business partners in research and manufacture to achieve stable, long-term growth and mutual benefits, while keeping ourselves open to new partnerships.

imagen recuperada de: http://www.toyota-global.com/sustainability/report/sr/pdf/sustainability_report15_fe.pdf

TOYODA PRECEPTS

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- Always be faithful to your duties, thereby contributing to the company and to the overall good.
- Always be studious and creative, striving to stay ahead of the times.
- Always be practical and avoid frivolousness.
- Always strive to build a homelike atmosphere at work that is warm and friendly.
- Always have respect for spiritual matters, and remember to be grateful at all times.

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THE TOYOTA WAY

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"The Guiding Principles at Toyota reflect the kind of company that Toyota seeks to be. The Toyota Way 2001 clarifies the values and business methods that all employees should embrace in order to carry out the Guiding Principles at Toyota throughout the company's global activities.

The Toyota Way is supported by two main pillars: 'Continuous Improvement' and 'Respect for People'. We are never satisfied with where we are and always work to improve our business by putting forward new ideas and working to the best of our abilities. We respect all Toyota stakeholders, and believe the success of our business is created by individual effort and good teamwork."

(Toyota, 2015)

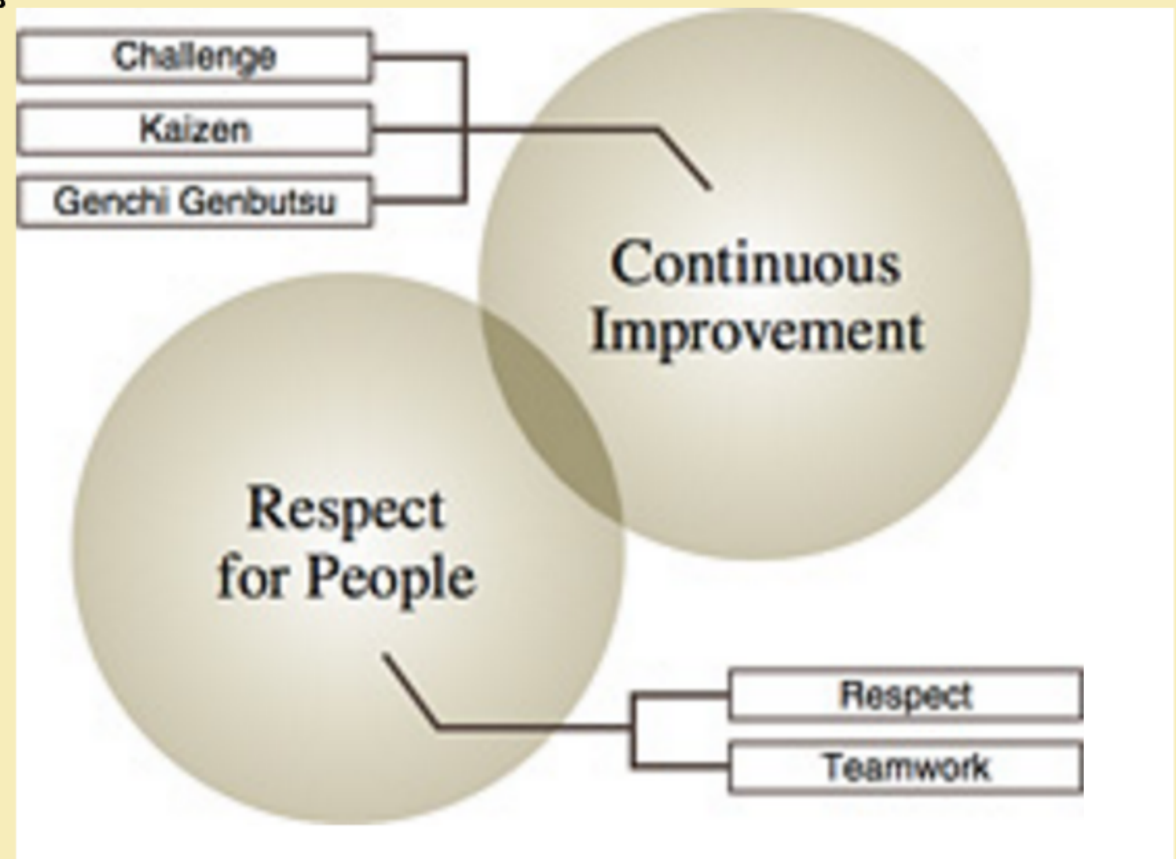
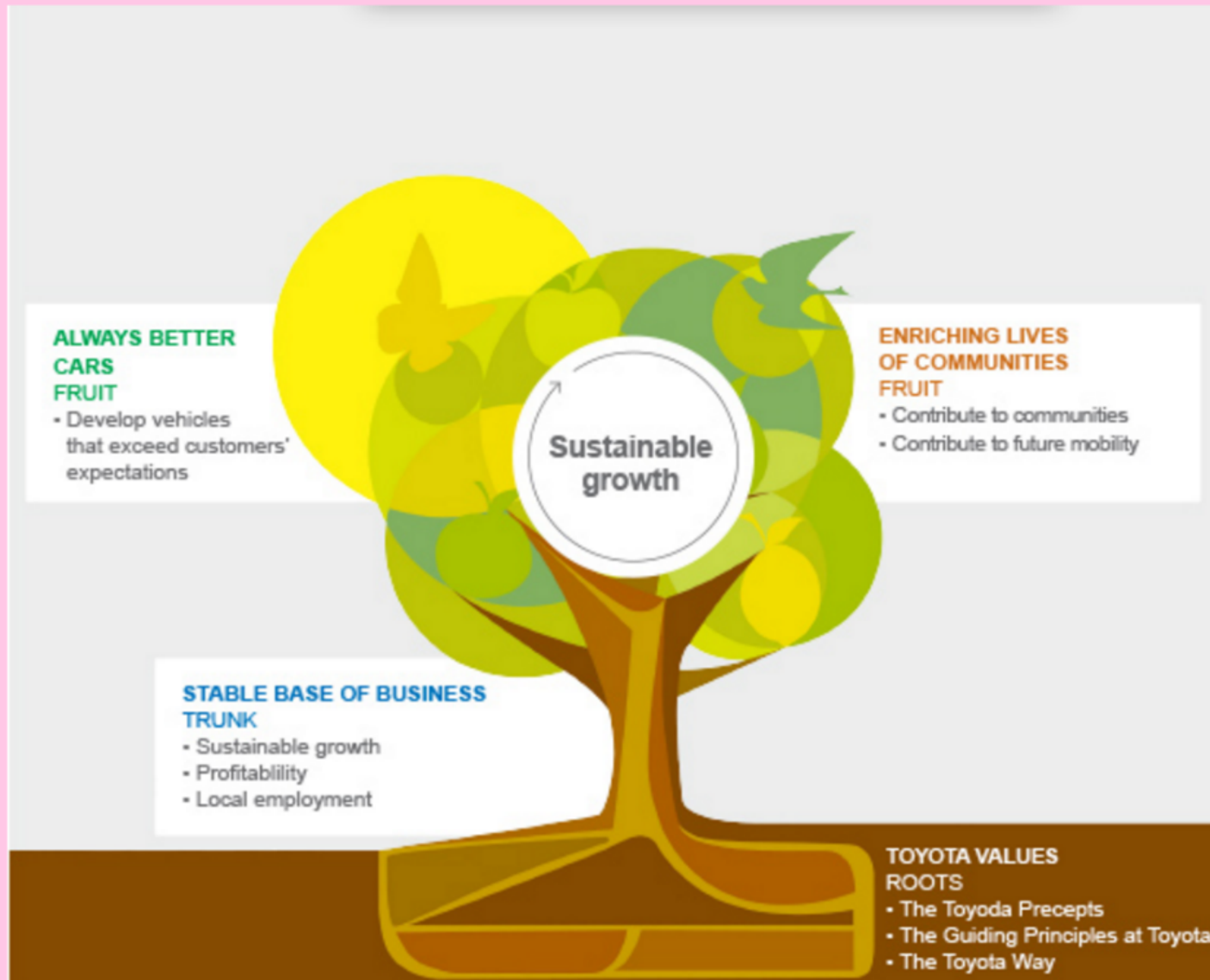


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THE TOYOTA TREE



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VISION GLOBAL

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"Toyota will lead the way to the future of mobility,

enriching lives around the world with the safest and most responsible ways of moving people.

Through our commitment to quality, constant innovation

and respect for the planet, we aim to exceed expectations

and be rewarded with a smile.

We will meet our challenging goals by engaging the talent and passion of people, who believe there is always a better way."

(Toyota 2015)

MISIÓN DE LAS TECNOLOGÍAS

"Create vehicles that are popular
with consumers." (Toyota, 2015)

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