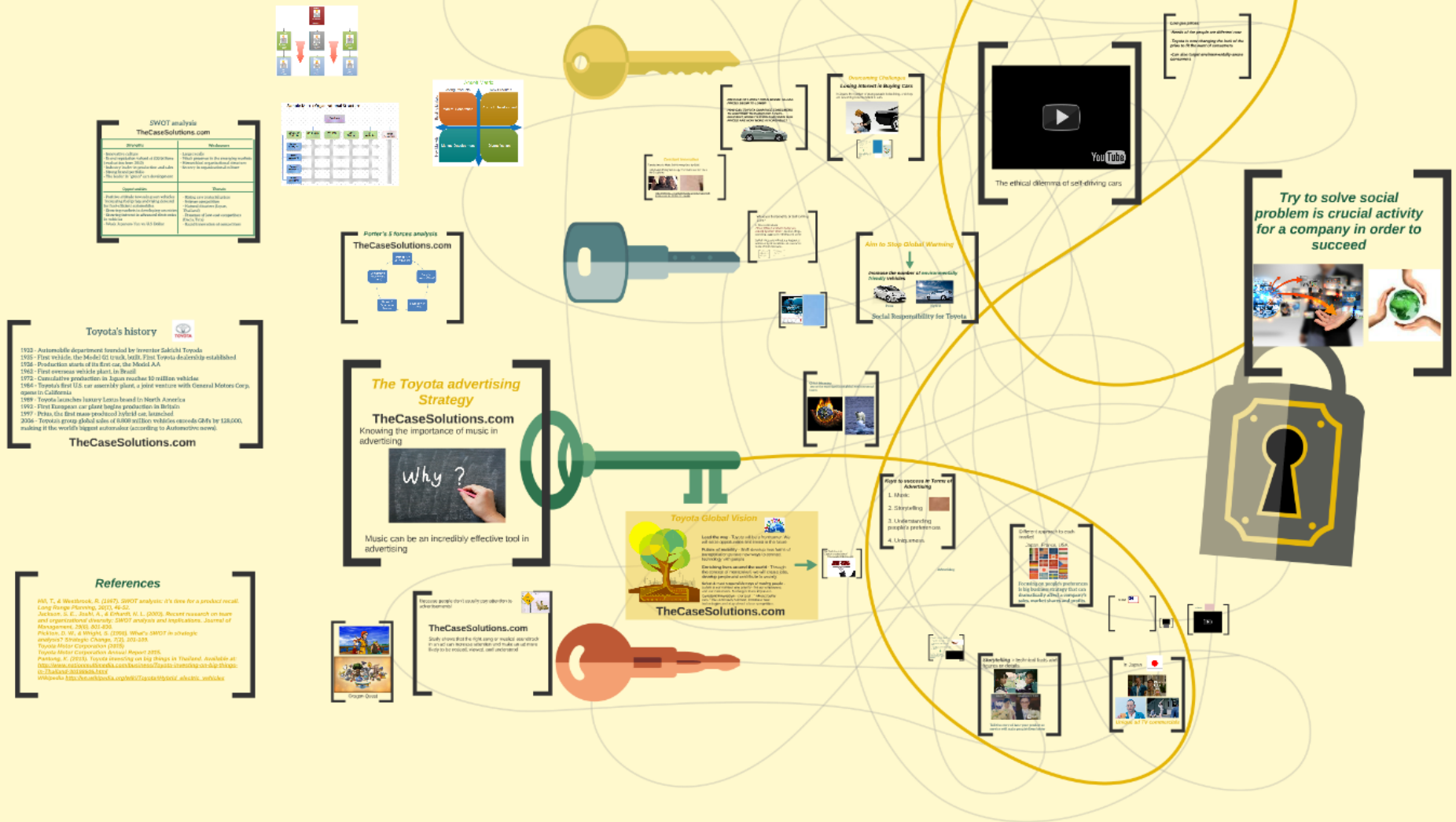


Toyota's Strategy And Initiatives In Europe:

The Launch Of The Aygo TheCaseSolutions.com



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SWOT analysis TheCaseSolutions.com	
Strengths	Weaknesses
<ul style="list-style-type: none"> Market leader in Europe Strong reputation across all GM markets Highly visible and profitable vehicles Strong brand loyalty The Toyota 'lean' manufacturing process 	<ul style="list-style-type: none"> Low results High expenses due to regulatory pressure Pressure to improve fuel efficiency Pressure to improve brand image
Opportunities	Threats
<ul style="list-style-type: none"> Number of full-time jobs grows without increasing production and sales Increasing production and sales Increasing production and sales Increasing production and sales Increasing production and sales Increasing production and sales Increasing production and sales Increasing production and sales 	<ul style="list-style-type: none"> High cost of raw materials High competition High competition High competition High competition High competition High competition High competition



Toyota's history

1933 - Automobils department founded by investor Sakichi Toyota
 1935 - First vehicle, the Model GI truck, built. First Toyota dealership established
 1936 - Production starts of the first car, the Model AA
 1962 - First overseas vehicle plant, in Brazil
 1972 - Commenced production in Japan reaches 10 million vehicles
 1984 - Toyota first U.S. car assembly plant, a joint venture with General Motors Corp, opens in California
 1989 - Toyota launches luxury Lexus brand in North America
 1992 - First European car plant begins production in Britain
 1997 - Prius, the first mass produced hybrid car, launched
 2006 - Toyota's global sales of 4.6 million vehicles exceeds GM's by 124,000, making it the world's biggest automaker (according to Automotive news)

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The Toyota advertising Strategy

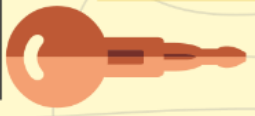
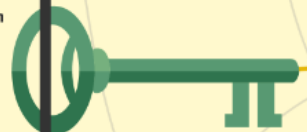
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 Knowing the importance of music in advertising

Why?

Music can be an incredibly effective tool in advertising

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 Website: <http://www.thecasesolutions.com/Toyota.html#stc=vehicles>



Toyota Global Vision

Learn the way Toyota will be a tomorrow and will create opportunities and realize the future.
 Pillars of mobility: 1) Smart, 2) Connected, 3) Shared, 4) Sustainable.

Enabling lives around the world... Through the creation of a new world of mobility, we will create a new world of mobility.

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Consuming Challenges
 Living Interest in Buying Cars

1. High cost of raw materials
 2. High competition
 3. High competition
 4. High competition

Aim to Stop Global Warming

Increase the number of eco-friendly Toyota vehicles

Social Responsibility for Toyota



1. High cost of raw materials
 2. High competition
 3. High competition
 4. High competition

Try to solve social problem is crucial activity for a company in order to succeed

- Right to success in Tomorrow Advertising**
1. High
 2. Skydiving
 3. Understanding people's preferences.
 4. Uniqueness

1. High
 2. Skydiving
 3. Understanding people's preferences.
 4. Uniqueness

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Toyota's history



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- 1992 - First European car plant begins production in Britain
- 1997 - Prius, the first mass-produced hybrid car, launched
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SWOT analysis

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<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none">- Innovative culture- Brand reputation valued at \$30 billions (evaluation from 2013)- Industry leader in production and sales- Strong brand portfolio- The leader in “green” cars development	<ul style="list-style-type: none">- Large recalls- Weak presence in the emerging markets- Hierarchical organizational structure- Secrecy in organizational culture
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none">- Positive attitude towards green vehicles Increasing fuel prices and rising demand for fuel-efficient automobiles- Growing markets in developing countries- Growing interest in advanced electronics in vehicles- Weak Japanese Yen vs. U.S. Dollar	<ul style="list-style-type: none">- Rising raw material prices- Intense competition- Natural disasters (Japan, Thailand)- Presence of low-cost competitors (Dacia, Tata)- Rapid innovation of competitors

Porter's 5 forces analysis

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Toyota Global Vision



Lead the way - Toyota will be a frontrunner. We will seize opportunities and invest in the future

Future of mobility - We'll develop new forms of transportation pursue new ways to connect technology with people

Enriching lives around the world - Through the concept of monozukuri, we will create jobs, develop people and contribute to society.

Safest & most responsible ways of moving people - Safety is our number one priority - for our employees and our customers. Nothing is more important.

Constant innovation - Our goal : " Always better cars." We continually reinvest, introduce new technologies and stay ahead of our competition.



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The main focus is
"Customer satisfaction"
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The Toyota advertising Strategy

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Knowing the importance of music in advertising



Music can be an incredibly effective tool in advertising



Because people don't usually pay attention to advertisements!



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Study shows that the right song or musical soundtrack in an ad can increase attention and make an ad more likely to be noticed, viewed, and understood