Playa Dorada Tennis Club: Expansion Strategy, Spanish Version

Try to solve social problem is crucial activity for a company in order to succeed.
Playa Dorada Tennis Club: Expansion Strategy, Spanish Version

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Toyota’s history

1933 - Automobile department founded by inventor Sakichi Toyoda
1935 - First vehicle, the Model G1 truck, built. First Toyota dealership established
1936 - Production starts of its first car, the Model AA
1962 - First overseas vehicle plant, in Brazil
1972 - Cumulative production in Japan reaches 10 million vehicles
1984 - Toyota's 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 group global sales of 8.808 million vehicles exceeds GM's by 128,000, making it the world's biggest automaker (according to Automotive news).
## SWOT analysis

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<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
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</table>
| - 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 | - Large recalls  
- Weak presence in the emerging markets  
- Hierarchical organizational structure  
- Secrecy in organizational culture |

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<tr>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
</tr>
</thead>
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| - 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 | - Rising raw material prices  
- Intense competition  
- Natural disasters (Japan, Thailand)  
- Presence of low-cost competitors (Dacia, Tata)  
- Rapid innovation of competitors |
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.
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!

TheCaseSolutions.com

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.