

Playa Dorada Tennis Club: Expansion Strategy, Spanish Version



SWOT analysis
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Strengths	Weaknesses
<ul style="list-style-type: none"> Member participation Member engagement Member loyalty Member retention Member referrals Member testimonials Member feedback Member suggestions Member input Member involvement Member ownership Member responsibility Member accountability Member transparency Member communication Member collaboration Member cooperation Member support Member assistance Member service Member care Member attention Member focus Member dedication Member commitment Member passion Member enthusiasm Member energy Member positivity Member optimism Member confidence Member belief Member faith Member trust Member respect Member appreciation Member gratitude Member kindness Member generosity Member compassion Member empathy Member understanding Member tolerance Member patience Member forgiveness Member mercy Member grace Member compassion Member love 	<ul style="list-style-type: none"> Low membership Low engagement Low loyalty Low retention Low referrals Low testimonials Low feedback Low suggestions Low input Low involvement Low ownership Low responsibility Low accountability Low transparency Low communication Low collaboration Low cooperation Low support Low assistance Low service Low care Low attention Low focus Low dedication Low commitment Low passion Low enthusiasm Low energy Low positivity Low optimism Low confidence Low belief Low faith Low trust Low respect Low appreciation Low gratitude Low kindness Low generosity Low compassion Low empathy Low understanding Low tolerance Low patience Low forgiveness Low mercy Low grace Low compassion Low love

Porter's 5 forces analysis
TheCaseSolutions.com

Toyota's history
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1933 - Automobili department founded by investor Sushichi 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's first luxury 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 gross global sales of 4.646 million vehicles exceeds GM's by 124,000, making it the world's biggest automaker (according to Automotive News).

The Toyota advertising Strategy
TheCaseSolutions.com

Knowing the importance of music in advertising

Why?

Music can be an incredibly effective tool in advertising

References
TheCaseSolutions.com

SWOT analysis, Porter's 5 forces analysis, Toyota's history, The Toyota advertising Strategy, Music can be an incredibly effective tool in advertising, Toyota Global Vision, Roles in success in Toyota Advertising, Different approach to work around, Everything is in the hand of the user, In Japan.

Consuming Challenges
Lower Interest in Buying Cars

The ethical dilemma of self-driving cars

Aim to Stop Global Warming
Increase the number of environmentally friendly vehicles
Social Responsibility for Toyota

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

Toyota Global Vision
TheCaseSolutions.com

Roles in success in Toyota Advertising

1. Vision
2. Storytelling
3. Understanding people's profession.
4. Uniqueness

Different approach to work around

Everything is in the hand of the user

In Japan

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Strengths	Weaknesses
<ul style="list-style-type: none"> High production volume Strong reputation around all GM divisions Low production costs Strong brand portfolio The company's great management 	<ul style="list-style-type: none"> High costs High production costs Highly dependent on the supply chain Highly dependent on the supply chain Highly dependent on the supply chain
Opportunities	Threats
<ul style="list-style-type: none"> Expansion of sales into all major markets Expansion of production into emerging markets Expansion of production into emerging markets Expansion of production into emerging markets Expansion of production into emerging markets 	<ul style="list-style-type: none"> Highly dependent on the supply chain Highly dependent on the supply chain Highly dependent on the supply chain Highly dependent on the supply chain Highly dependent on the supply chain

Porter's 5 forces analysis
TheCaseSolutions.com

Toyota's history
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- 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's first luxury luxury Lexus brand in North America
- 1992 - First European car plant begins production in Britain
- 1997 - First mass produced hybrid car, launched
- 2006 - Toyota's gross global sales of 8.6 billion vehicles, which exceeds GM's, by 134,000, making it the world's biggest automaker according to Automotive news.

The Toyota advertising Strategy
TheCaseSolutions.com

Knowing the importance of music in advertising

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Toyota Global Vision
TheCaseSolutions.com

Learn the song "Toyota" and see a television ad - well done advertisement and music for Toyota

References

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Marston, S. W., & Simpson, G. (1986). What is SWOT? In strategic analysis? Strategic Change, 7(1), 341-349.

Toyota Motor Corporation (2016). Toyota Motor Corporation Annual Report 2016.

Platzberg, O. (2015). Toyota: Investing in big things in Thailand. Available at: <https://www.case-solutions.com/casestudies/Toyota-Expansion-into-Asia-Philippines-Thailand-20150916.html>

Website: <https://www.case-solutions.com/casestudies/Toyota.html>

Other elements in the collage:

- SWOT analysis table** with Strengths, Weaknesses, Opportunities, and Threats.
- Porter's 5 forces diagram** showing relationships between a firm and its environment.
- Toyota's history timeline** from 1933 to 2006.
- "Why?" advertisement** featuring a chalkboard with the word "Why?" and a hand writing it.
- Toyota Global Vision diagram** with a tree icon and text about environmental goals.
- SWOT analysis table** with Strengths, Weaknesses, Opportunities, and Threats.
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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).

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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