

TheCaseSolutions.com



Toyota Motor Corporation: 1990-2010

TheCaseSolutions.com



The background of the slide features a large, metallic, three-dimensional Toyota logo. The logo is centered and has a brushed metal texture. It is framed by a thick red border that forms a large 'L' shape on the left and top, and another 'L' shape on the right and bottom.

Conclusion

Overall, Toyota has outperformed the industry over the past five years and gained market share. A shift toward smaller, more fuel-efficient vehicles, which Toyota can manufacture at a relatively low price, will support growth in the world wide Market.

TheCaseSolutions.com

TOYOTA MOTOR CORPORATION Company Profile

- **World largest Automotive Company**
-
- **Close Competition with General Motors**
-
- **Diverse Product Line Up**
-
- **Manufacture of Vehicles & Parts**
-

TheCaseSolutions.com

Vision Statement

"Most respected and admired company"

TheCaseSolutions.com

Mission Statement of Toyota Motor Corporation

We deliver outstanding automotive products and services to our customers, and enrich our community, partners and environment.

TheCaseSolutions.com

Toyota Motors Core Values

Automobile Manufacturers

- Customer first
- Respect for people
- International focus
- Continuous improvement and innovation

TheCaseSolutions.com

New Vision Statement of Toyota

TheCaseSolutions.com

“To be the most respected and successful enterprise, delighting customers with a wide range of products and solutions in the automobile industry with the best people and the best technology” the most respected.

.

New Mission Statement of TOYOTA

TheCaseSolutions.com

“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.”

-
-