



# Toyota Motor Corporation

## *A Market Analysis*

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# The Businesses of Toyota

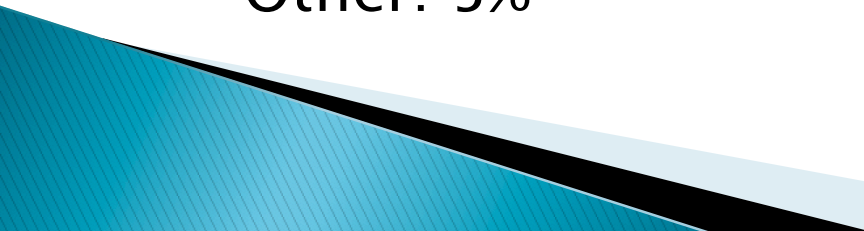
- ▶ **Automotive**

- Passenger Cars, SUVs, LT Trucks, LCV Trucks and Commercial Vehicles

- ▶ **Non-Automotive**

- Housing, Financial Services, e-Toyota Business, Marine, Biotechnology & Afforestation and New Business Enterprises

- ▶ **2010 Sales**

- Automotive: 89%
  - Financial Services: 6%
  - Other: 5%
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# Toyota's Current Situation

- ▶ Key Competitors
  - Ford Motor, General Motors, Honda, Volkswagen
- ▶ Financial Status
  - Market Share (1998): 11.07%
  - Market Share (2010): 12.43%
- ▶ 2010 Unit Sales
  - Asia: 43%
  - North America: 29%
  - Europe: 12%
  - Other Regions: 16%

# SWOT Analysis

## ▶ ***Strengths***

- Better quality, lower price
- Innovator in R&D
- Leader in environmental technologies

## ▶ ***Opportunities***

- Increased sales in Asian market
- Tax breaks for corporate hybrid vehicles

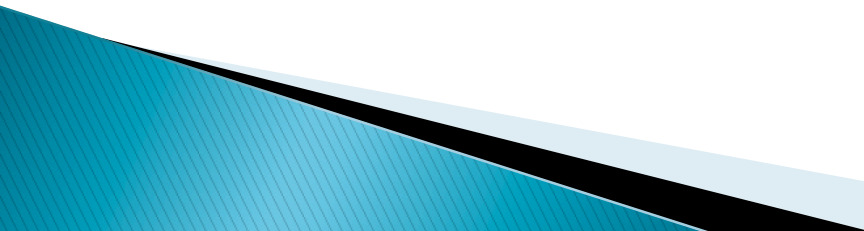
## ▶ ***Weaknesses***

- Diminished brand reputation
- PR damages

## ▶ ***Threats***

- Competition (VW)
- Supply-chain problems due to natural disaster
- Future cost of “going green”

# Favorable Conditions & Issues

- ▶ Stable market conditions
    - Producing more hybrids
    - Producing high quality cars at a low price
    - Currently keeping production costs low
    - Investing heavily in research and design
  - ▶ Issues
    - Production costs may increase with outside demands
    - Company is facing stronger competition than ever before
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# Executive Summary

- ▶ Main competitor this year will be Volkswagen
  - But...
    - Toyota has shown consistency
    - Volkswagen has had very little consistency
    - Company maintains high quality at a good value
    - Looking at increased demand
    - Investing in research and design for the future
- ▶ Therefore...
  - We conclude that Toyota's reputation for stability and quality will lead us to hold market share.