

# Toyota Motor Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Toyota Motor Corp. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Toyota Motor Corp. and its competitors. This provides our Clients with a clear understanding of Toyota Motor Corp. position in the [Heavy Machinery](#) Industry.

The report contains detailed information about Toyota Motor Corp. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Toyota Motor Corp.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Toyota Motor Corp. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Toyota Motor Corp. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Toyota Motor Corp. business.

## **About Toyota Motor Corp.**

Toyota Motor Corporation operates primarily in the automotive industry. The company also conducts business in the finance and other industries.

The company sells its vehicles in approximately 170 countries and regions. Its primary markets for its automobiles are Japan, North America, Europe, and Asia. During the period ended March 31, 2010, the company sold 7.23 million vehicles.

## **Segments**

The company's business segments are Automotive Operations, Financial Services Operations, and Other Operations.

## **AUTOMOTIVE OPERATIONS SEGMENT**

The Automotive Operations segment engages in the design, manufacture, assembly, and sale of passenger cars, minivans, and commercial vehicles, such as trucks and related parts and accessories. Its subsidiary, Daihatsu Motor Co., Ltd. (Daihatsu), produces and sells mini-vehicles and compact cars. Hino Motors, Ltd. (Hino), also a subsidiary of the company, produces and sells commercial vehicles, such as trucks and

buses. It also manufactures automotive parts, components, and accessories for its own use and for sale to others.

## Vehicle Models

The company's vehicles (produced by Toyota, Daihatsu and Hino) can be classified into two categories: hybrid vehicles and conventional engine vehicles. Its product line-up includes subcompact and compact cars, mini-vehicles, mid-size, luxury, sports, and specialty cars, recreational and sport-utility vehicles, pickup trucks, minivans, trucks, and buses.

## Hybrid Vehicles

As of March 31, 2010, hybrid vehicles sold by the company were approximately 2.439 million units. Its primary mass-produced hybrid car is Prius. It runs on a combination of a gasoline engine and motor. It also introduced the LS600h hybrid sedan in Japan, North America, and Europe. In 2009, the Lexus RX450h, which is the fully-remodeled Lexus RX400h, was introduced in Japan, North America, and Europe. The hybrid vehicles HS250h and SAI were introduced in 2009. The company has leasing the Prius plug-in hybrid equipped with a lithium ion battery targeted at certain corporate users, including electrical power companies. It also sells fuel cell hybrid vehicle in Japan and the United States.

## Conventional Engine Vehicles

**Subcompact and Compact:** The company's subcompact and compact cars include the four-door Corolla sedan. The Yaris, marketed as the Vitz in Japan, is a subcompact car with low emissions, which are for European consumers. In Japan, the company introduced the micropremium iQ and remodeled Passo in February 2010. In the United States, it introduced the Scion xB and Scion xD.

**Mini-Vehicles:** Mini-vehicles are manufactured and sold by Daihatsu. Daihatsu manufactures mini-vehicles, passenger vehicles, commercial vehicles, and auto parts. Mini-vehicles are passenger cars, vans or trucks with engine displacements of 660 cubic centimeters or less. As of March 31, 2010, Daihatsu sold approximately 571 thousand mini-vehicles and 138 thousand automobiles. Daihatsu's primary market is Japan.

**Mid-Size:** The company's mid-size models include the Camry, a passenger car in the

United States. Camry models include the Camry Solara sport coupe. In addition, the company's other mid-size models include the REIZ for the Chinese market, the Avensis, for the European market, and the Mark X for the Japanese market.

**Luxury and Large:** In North America, Europe, and Japan, the company's luxury lineup consists primarily of vehicles sold under the Lexus brand name. Lexus passenger car models include the LS, the GS, the HS, the ES, and the IS. Lexus models also include luxury sport-utility vehicles sold in the United States, such as the GX, the RX, and the LX. As of May 31, 2010, the Lexus brand lineup in Japan included the LS, GS, HS, IS, RX, SC, and IS F. It also sells the Century limousine in Japan.

**Sports and Specialty:** In Japan and other markets, the company sells the Lexus SC two-door sports coupe, and in the United States the Scion tC, a sport car model targeted to young drivers. In 2009, the company introduced IS 250C as the convertible model.

**Recreational and Sport-Utility Vehicles and Pickup Trucks:** The company sells various sport-utility vehicles and pickup trucks. It

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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