

Toyota Motor Corporation - Company Strategy & Performance Analysis

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Abstracts

Toyota Motor Corporation - Company Strategy & Performance Analysis

SUMMARY

Toyota Motor Corporation (Toyota) is a manufacturer of automobiles. It undertakes the design, manufacture, assembly and sale of passenger cars, minivans, recreational and sport-utility vehicles, commercial vehicles such as trucks, and related parts and accessories. It also provides finance to its dealers and customers for the purchase or lease of Toyota vehicles. It operates manufacturing facilities in several cities across North America, Latin America, Africa, Asia-Pacific, Europe, and Middle East. Some of its main R&D facilities are in Japan, the US, and China. Toyota is headquartered in Toyota City, Aichi, Japan.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading automotive companies. The report details company operations in key geographies and offers a comprehensive analysis of each firm's growth strategy and financial performance. It benchmarks company performance against key indicators, including sales units, production units, operating income, net income, and total revenue.

Key highlights

Toyota recorded an increase in vehicle sales

Through the automotive segment, Toyota undertakes the design, manufacture and distribution of passenger cars, recreational and sport-utility vehicles, mini-vans and

trucks. It is also engaged in the manufacture of accessories and various components for its vehicles. In FY2016, the company produced 8,975,509 units and sold 8,970,860 units. The company posted strong growth in Japanese and international markets. The active introduction of new products and the efforts of dealers nationwide contributed to growth in Japan. The growth in the overseas network is attributed to the sales expansion activities in Asia and Europe.

Increase in expenses related to credit and residual value losses affected the segment performance

Toyota's financial services segment offers financing to dealers and their customers for the purchase or lease of Toyota vehicles. The segment also provides retail installment credit and leasing through the purchase of installment and lease contracts originated by Toyota dealers. The segment reported an increase in revenue of 7.0%, from US\$15,316.8m in FY2015 to US\$16,395.3m in FY2016. However, in local currency terms, it reported a decline of 3.8%. The increase in expenses, associated with the credit and residual value losses in sales finance subsidiaries, affected the segment's profitability.

Successful implementation of strategies allowed this segment to report robust growth

Toyota's all other segment includes the design and manufacture of prefabricated housing, and information technology related businesses including a web portal for automobile information called GAZOO.com. The segment has expanded its business in the area of intelligent transport systems; revenue increased by 38.9% from US\$5,165.9m in FY2015 to US\$7,177.8m in FY2016. However, in local currency, it reported an increase of 24.9%. Successful implementation of strategies such as strengthening its brand and competitiveness of its products enabled it to record robust growth. The company's housing services business sold around 10,321 housing units.

SCOPE

Company Snapshot: Details key indicators and rankings of Toyota in terms of revenue, sales and production units.

Company SWOT Analysis: Outlines Toyota's strengths, weaknesses, and opportunities and threats facing the company.

Growth Strategies: Provides an overview of Toyota's corporate goals and

strategic initiatives and evaluates their outcomes.

Company Performance and Competitive Landscape: Analyses the company's performance by geographical segment and provides a peer comparison on parameters such as revenue and market share.

Key Developments: Showcases Toyota's recent corporate events and initiatives.

ICT Spending Prediction: Details how the company allocates its ICT budget across the core areas of its business, specifically hardware, software, IT services, communications and consulting.

REASONS TO BUY

How does Toyota ranks among its peers in terms of revenue and market share?

What are Toyota's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014?

How has Toyota performed in comparison to its main competitors?

What are Toyota's strengths and weaknesses and what are the opportunities and threats it faces?

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