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TOYOTA MOTOR SWOT & PESTLE ANALYSIS

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Company Name : Toyota Motor

Company Sector : Automobile

Operating Geography : Asia, Japan, Global

About the Company : Toyota Motor Corporation was a spinoff from the Toyoda Automatic Loom Works, and established in the year 1937. Toyota is presently the largest selling car manufacturer in the world and employs 370,870 people as of 2019. It is headquartered in Toyota, Aichi prefecture, Japan, and has 69 plants globally. Toyota Motor Corporation manufactures vehicles under five brands, namely the Toyota brand, Hino, Lexus, Ranz, and Daihatsu. Apart from the automotive sector, Toyota offers financial and housing services under Toyota Financial Services Corporation and Toyota Housing Corporation respectively. Its financial services largely include auto loans and leasing, offered to more than 26,000,000 clients across more than 35 countries and regions as per 2018 annual report. Its housing-related businesses include detached house construction as well as condominium development and housing renovations. Toyota Motor Corporation ranks #9 on the Forbes list of World's most valuable brands 2019.

Toyota's mission and vision statement reads "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."

Toyota's USP or Unique Selling Proposition sprawls in being the world's largest automotive manufacturing company as of 2019. Also, Toyota is the global market leader in sales of hybrid electric vehicles and hydrogen fuel-cell vehicles.

Revenue :

29,379,510 Million Yen – FY ending March 31st 2019 (y-o-y growth 6.5%)

27,597,193 Million Yen – FY ending March 31st 2018

SWOT Analysis :

The SWOT Analysis for Toyota Motor is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong brand value 2.Research and Development 3.Good financial health 	<ol style="list-style-type: none"> 1.Hierarchical organizational structure 2.Overdependence in certain markets 3.Lack of flexibility due to large size
Opportunities	Threats
<ol style="list-style-type: none"> 1.Developing the market in emerging economies 2.Growing demand for fuel efficient and hybrid cars 3.Researching automated driving technology 	<ol style="list-style-type: none"> 1.Cab aggregators 2.Rising Fuel prices 3.Emergence of innovative competitors

PESTLE Analysis :

The PESTLE Analysis for Toyota Motor is given below:

<p style="text-align: center;">Political</p> <p>1. Toyota's UK business facing uncertainty over Brexit</p> <p>2. Japan's cold political relations with China</p>	<p style="text-align: center;">Economical</p> <p>1. Border-tax and trade protectionist policies under Trump administration</p> <p>2. Emerging markets to witness strong economic growth</p>
<p style="text-align: center;">Social</p> <p>1. Consumer preferences for environmental friendly transportation</p> <p>2. Women being allowed to drive in Saudi Arabia top open up the market for Toyota</p>	<p style="text-align: center;">Technological</p> <p>1. Strong focus on Research & Development</p> <p>2. "Connected Technologies" by Toyota to enhance in-car user experience</p>
<p style="text-align: center;">Legal</p> <p>1. Inconsistent regulations regarding autonomous and hybrid vehicles</p>	<p style="text-align: center;">Environmental</p> <p>1. Persuasion of twin goals - zero emissions and zero casualties from traffic accidents</p>

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Client Support:
support@swotandpestle.com