

# CONCLUSION OF TOYOTA COMPANY

*Tunku Abdul Rahman University. Toyota produced many models of vehicles with various designs and functions to make the product differentiation between others competitors simultaneously attract more customers. TAGS Economics, Toyota Motor corporation, Lexus, Nissan Motors.*

While China has grown to become the leading vehicle market of the world, India is also growing fast and offers excellent opportunities of growth. Toyota has grown to a large multinational corporation from where it started and expanded to different worldwide markets and countries by becoming the largest seller of cars in the beginning of , the most profitable automaker along with increasing sales in, among other countries, the United States. The Asian markets are the hottest markets for automotive brands. The pressure from law and regulatory agencies has grown. It can help it acquire a larger customer base and expand faster. Apart from that Toyota can use these technologies for customer engagement and to drive retention rates higher. Toyota has managed an efficient production system which is hailed around the world as one of the best. Toyota has extended its partnership to MIT, University of Michigan and Stanford University for carrying out further research on automated driving and robotics. Around the world brands are in an aggressive race to be the first to bring autonomous vehicles on the roads. It can use AI and digital technology for creating superior customer experiences. There are several brands in the market and all of them are aggressive about product innovation, market share and growth. Toyota offers cars, trucks, SUVs, van and hybrid vehicles. In the growing economies and other corners of the world, it is a trusted brand and hailed as innovative. Legal pressures can makes things highly difficult for businesses. Lexus has brought a large range of popular premium cars. Investing in this area can bring great results for Toyota. Compared to that its current RoE and RoA still look better. Toyota has long been recognized as an industry leader in manufacturing and production. Toyota works in close collaboration with its suppliers and has formed strong and long term relationships with these suppliers to control the costs of production. Posted by. Now, Toyota has turned its focus towards electrification and autonomous driving. The giant corporation is known for producing high-quality cars using fewer man hours and less on-hand inventories. Growing costs of raw materials and labor :- The costs of labor and raw material have kept growing. Every year the company makes a large financial investment in the area of research and development. This shows somewhat poor allocation of resources. Competitive pressure :- Competition in the automotive industry has grown quite intense. This has led to high operational costs in the vehicle industry. Today, Toyota is considered the world's most money-making car manufacturer. Managing a large and global distribution chain requires to collaborate closely with dealers and distributors.