

## Worksheet 1: Corporate Philosophy/ Description of Company/Business Review

### Toyota Motor Sales U.S.A.

#### ■ Corporate Mission

To attract and attain customers with high-valued products and services and the most satisfying ownership experience in America.

#### Corporate

The goal is to “Create vehicles that are popular with consumer”

The following are the companies objectives:

1. The manufacture, sale, leasing and repair of motor vehicles, industrial vehicles, ships, aircraft, other transportation machinery and apparatus, space machinery and apparatus, and parts thereof;
2. The manufacture, sale, leasing and repair of industrial machinery and apparatus and other general machinery and apparatus, and parts thereof;
3. The manufacture, sale, leasing and repair of electrical machinery and apparatus, and parts thereof;
4. The manufacture, sale, leasing and repair of measuring machinery and apparatus, and medical machinery and apparatus, and parts thereof;
5. The manufacture and sale of ceramics and products of synthetic resins, and materials thereof;
6. The manufacture, sale and repair of construction materials and equipment, furnishings and fixtures for residential buildings;
7. The planning, designing, supervision, execution and undertaking of construction works, civil engineering works, land development, urban development and regional development;
8. The sale, purchase, leasing, brokerage and management of real estate;

9. The service of information processing, information communications and information supply, and the development, sale and leasing of software;
10. The design and development of product sales systems that utilize networks such as the Internet; sales, leasing, maintenance of computers included within such systems, and sales of products by utilizing such systems;
11. The inland transportation, marine transportation, air transportation, stevedoring, warehousing and tourism businesses;
12. The printing, publishing, advertising and publicity, general leasing, security and workers dispatch businesses;
13. The credit card operations, purchase and sale of securities, investment consulting, investment trust operation, and other financial services;
14. The operation and management of such facilities as parking lots, showrooms, educational facilities, medical care facilities, sports facilities, marinas, airfields, food and drink stands and restaurants, lodging facilities, retail stores and others;
15. The non-life insurance agency business and life insurance agency business;
16. The production and processing by using biotechnology of agricultural products including trees, and the sale of such products;
17. The sale of goods related to each of the preceding items and mineral oil;
18. The conducting of engineering, consulting, invention and research relating to each of the preceding items and the utilization of such invention and research; and
19. Any businesses incidental to or related to any of the preceding items.

## Company Strengths & Weaknesses

Strengths are any capability or resource the organization has that could be used to improve its competitive position (share of market or size of market) or financial performance

### **Strengths:**

- Strong Brand Recognition
- Strong Diversified Portfolio
- Strong Investment in Research and Development
- Global Supply Chain
- Advanced Technology

### **Weaknesses:**

- Hierarchical Organizational Structure
- Secrecy in organizational culture
- Financial effects of product recalls

Weaknesses are any capability or resource that may cause the organization to have a weaker . competitive position or poorer financial performance..

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## Worksheet 2: Industry Category Sales Compared to Company Sale

<b>Year</b>	<b>Total Industry Sales Estimates\$</b>	<b>Toyota Sales Estimates\$</b>
2017	\$440,000 B	\$450.0 M
2018	\$453,600 B	\$461.4 M
2019	\$462,000 B	\$491.3 M
2020	\$450,000 B	\$460.0 M
2021	\$460,000 B	\$450.0 M
2022	\$465,000 B	\$460.0 M

Top three Competitors Projections



<b>Year</b>	<b>Annual Sales</b>	<b>Mkt Share</b>
2017	1,440,049	8.35
2018	1,344,597	7.76
2019	1,227,973	7.19
<b><u>Projection</u></b>		
2020	1,000,000	6.19
2021	1,100,000	6.25
2022	1,200,000	6.81

**Competitor B -  
Honda**

<b>Year</b>	<b>Annual Sales</b>	<b>Mkt Share</b>
2017	1,486,827	8.62
2018	1,445,894	8.34
2019	1,450,785	8.43
<b><u>Projection</u></b>		
2020	1,100,000	7.01
2021	1,200,000	7.43
2022	1,300,000	7.95

**Competitor C -  
Hyundai**

<b>Year</b>	<b>Annual Sales</b>	<b>Mkt Share</b>
2017	664,943	3.86
2018	667,634	3.85
2019	688,771	4.03

**Project  
ion**

2020	500,000	3.03
2021	600,000	3.33
2022	650,000	3.93

Worksheet 3: Competitive Analysis — Marketing Review			
	<b>Competitor A</b>	<b>Competitor B</b>	<b>Competitor C</b>
	<b>Nissan</b>	<b>Honda</b>	<b>Hyundai</b>
<b>Target Market</b>			
<b>Primary</b>	Middle income; millenials	Middle Income	Upper Income; Middle age
<b>Secondary</b>	family vehicle	Multicultural, millenial audience	College Students
<b>M/Objectives/Strategies Positioning</b>	comfort and value- based - sells to rental companies	Value-based company; enrich the lives of people giving them power for the enjoyment of life	Mix of products and value-based
<b>Product/Branding/ Packing</b>		Quality for innovation	
<b>Strengths</b>	Strong presence in leading and emerging markets; effective R&D; well managed operationally; Successful partnership (with Renault); product quality; customer satisfaction	Largest combustion engines; world's #1 manufacturer; excellent R&D; high tech products; brand equity; high market share	Vehicle safety, #6 in auto brand worldwide, effective R&D; durability and affordability
<b>Weaknesses</b>	Poor brand recognition;	High Cost & prices; limited	Brand damage with

	Ineffective marketing abilities; affected reputation with several recalls	in reaching masses; some damage to brand with separation from Hero in India	product recalls; No presence in Japan; Low presence in US markets; Poor brand portfolio; Decline in leadership quality
<b>Pricing Strategies</b>			
<b>Higher/Lower/P arity - Lower</b>	Lower	Higher	Lower
<b>Distribution/Market</b>	Showrooms, dealership, service centers, direct selling agents, e-commerce sites	Showrooms, dealership, service centers, direct selling agents, e-commerce sites	Showrooms, dealership, service centers, direct selling agents, e-commerce sites
<b>Coverage Strategy</b>	Automotive news, etc.		
<b>Personal Selling Strategies</b>	Customer interaction and experience	Trade sales promotion	Trade sales promotion
<b>Promotion Strategies</b>	Advertisement campaigns -trade sales	Trade sales promotion	Trade sales promotion
<b>Advertising Message</b>	Provide a unique and innovative automotive products and services - Performance on and off road	Quality for innovation; most reliable brand;	Quality products with better performance
<b>Media Strategies</b>	Great at social media; Leading on facebook		
<b>TV</b>	Uses TV	Uses TV	Uses TV
<b>Radio</b>	Uses Radio	Uses Radio	Uses Radio
<b>Newspaper Direct Mail</b>	Uses Newspaper Direct Mail	Uses Newspaper Direct Mail	Uses Newspaper Direct Mail
<b>Interactive</b>	Uses Interactive	Uses Interactive	Uses Interactive
<b>Other</b>			
<b>Consumer Service</b>			Financing

<b>Policies</b>			availability
<b>Public Strategies</b>			
<b>Market Testing</b>			
<b>R&amp;D Strategies</b>			R&D Centers are located in primary regions

## Target Market Short & Long-Term

Primary Market : Middle to Upper Income; College Students; Businessmen

Secondary Market: Family

Rationale: needs and wants to be filled

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## Worksheet 4: Price

Price Goals: Mid-range

Price Strategies/objectives: Between High and Low – Just between competition

Rationale:

Considerations: Product/Service Class  
(customer or business)

Life style stage

New or improved (people, dollars, time, etc)

Liability, safety, & social responsibility

Features, quality, etc.

Supporting customer service(s) needs

Warranty

Branding

Protection needs

Packaging: promotion & labeling

Cultural Sensitivity

Fit with production line

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## Worksheet 5: Place/Distribution

Place/Distribution Goals:

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Strategies/Objectives:

Rationale:

Considerations:

Degree of market exposure required

Distribution customer service levels

Type of channel (direct or indirect)

Type/number of wholesalers (agent, merchant, etc)

How discrepancies & separation will be managed

HOW' marketing functions will be shared

Coordination needed in company, channel, & supply chain

Information requirements (EDI, Inter-net, e-mail. etc)

Transportation requirements

Inventory product-handling requirements

Facilities requirement

Reverse channels (returns, recalls, etc)

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**Worksheet 6: Personal Selling & Service****Selling/Service Goals:****Strategies/Objectives:****Rationale:****Promotion Events****Promotion Goals:****Promotion Strategies:****Promotion Program Execution:****Program Theme:****Sales Objective:****Publicity Plan****Goals:****Strategies/Objectives:****Rationale:****YO**

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## Worksheet 7 Advertising

### Promotional Blend

Advertising Major Message/Theme (s) for integrated marketing communication & desired positioning

Goals:

Targeted Markets:

Awareness:

Attitudes:

Rationale for Objectives:

### Advertising Strategy

Promise:

Support for this Promise:

Tone of the Advertising:

Rationale for Strategy:

### Advertising Execution

Additional/Key Strategyhformation:

Specific• Legal Consideration:

Advertising Requirement:.

General Production Cost:

General Advertising Expense:

Types of Media Used:

Worksheet 8



Worksheet 9: Marketing/Advertising Yearly Budget

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<b>Marketing Mix Tools</b>	<b>In thousands</b>	<b>% of Total Budget</b>
Media/Advertising	100,000	3%
Television	1,000,000	29%
Cable	1,000	0%
Newspapers	100,000	3%
Radio	100,000	3%
Direct Mail	100,000	3%
<b>Interactive Outdoor Magazines</b>		
Other	100,000	3%
Production	100,000	3%
Television	500,000	15%
Cable	100,000	3%
Newspapers	20,000	1%
Radio	100,000	3%
Direct Mail	100,000	3%
<b>Interactive Outdoor Magazines</b>		<b>0%</b>
Other	100,000	3%
Production/Branding/Packaging	100,000	3%
Total		0%
Personal Selling/Operations	100,000	3%
Total		0%
Promotion	100,000	3%
Redemption cost Media Support	100,000	3%
Production	100,000	3%
Total		0%
Merchandising	100,000	3%
Production	100,000	3%
Publicity Production	100,000	3%
Total		0%
Research	100,000	3%
Total Miscellaneous		0%
Total		0%
Grand Total	\$ 3,421,000	