

Business project

Business



TOYOTA Mission of Toyota The main mission of Toyota is to give its sound and safe journey. The company is emerging with many new technologies from the energy saving perspective and varying energy sources. Toyota's first priorities have been the environment and it is the most vital. It also works towards making the society clean and prosperous.

Toyota's Vision

The vision of Toyota is to be the most successful and respected company, delight clients with diversified solutions and products in the industry of automobile with the best technology and best people. Through product extension the company will be in a position to achieve customers' delight, success and respect of the company.

Toyota's Culture and leadership

Diversification of Toyota's employment approach brings future concepts and new ideas that maintain emerging on the automotive industry frontier, hence maintaining Global and Canada leadership. One amongst the many business strategies of Toyota is recruiting the brightest and the best, thereby creating chances for partnership (Shang, pp. 72) The key strategies give employee's and consumer's perception that Toyota sticks on excellence reputation on all stage of operation. The company has a belief of having business ethics as well as social ethics. Ethics starts at the company's core and work out their way. The top managers believe in divergence and via that it represents various Toyota faces.

At Toyota no stereotypical prejudices or assumptions are ostensible, just the choosing of individuals with talents and are innovate and can lead. Socially, Toyota is portrayed to have a positive image. The company also believes that it should extend a helping hand to the communities to improve their

living standards. Toyota works with university, schools and other organizations in supporting programs that aids the world to improve. The ideals are propagated worldwide.

Management issues

Clients were astonished in the year 2009 by the initial series of publicized recalls of vehicles in America. They cited a problem in which incorrect floor and poorly placed mats under the seat of the driver could cause uncontrollable acceleration in various models, Toyota said that it had a recall of 3.8 million American vehicles. The recall was due to a fatal crash that took place in California where a Lexus' accelerator got stuck and resulted in the driver's death. In addition, reports of accidental acceleration because of sticky pedals made the traffic administration to ask Toyota to recall their models and vehicles.

To manufacturing students and car buyers' excellence, the company was not ordinary at all. It had its own class. For manufacturing individuals who struggled for years to copy Toyota, the simple suggestion that there were quality issues with the company was a serious matter. Worldwide, individuals stopped to wonder that they have been after a wrong model. In spite of the long record of Toyota for building low defect, reliable vehicles, the public views on quality are always influenced greatly by overall timing and media reports. The view of the public can be contradicting objective measures. In Toyota's case there were positive signs that the level of quality of the products had deteriorated in the past. Such took place when Toyota's competitors were producing better quality. The key challenge was where the hit started. To what extent did the problem originate with assembly and product designs? To what extent can they be attached to manufacturing

system of the company?

Works Cited

Shang, G. Lean Construction Management: The Toyota Way: 2014, Springer