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Toyota Business Strategy

In a modern market economy, any enterprise has a strategic management system that is aimed at the long-term goals and actions of the company. The existing system of strategies gives the company various advantages over competitors, and also determines the long-term goals to which the organization strives. Therefore, it is important to constantly improve this system to achieve great results.

Toyota is Japan's largest automotive corporation, provides financial services, and has several additional business lines. According to the Toyota Motor Corporation financial summary of 2015, to optimize the global business management process, Toyota has restructured its organizational structure and corporate governance. The changes touched not only the organizational structure itself, but also the board of directors, including, among other things, the first members of the board of directors in the company's history (1).

In 2016, Toyota focused on the US market, where business consolidation took place. In New York, California, Texas, and Dallas, the company has been integrating design bureaus, factories, and dealerships where sales had previously been less effective. Then in the United States, Toyota organized 4,000 jobs. But on a global scale, of course, the North American market does not play a key role. In fact, the company employs hundreds of thousands of engineers around the world (in 30 countries). Design and manufacture of cars is carried out in 160 countries of the world (2).

As the company grew, the leaders of Toyota put their ideas and persistent work into creating a unique production culture that can be characterized as a self-learning organization. To name the main reasons for the success of the company is quite difficult, because it is necessary to address the originality of products, the diligence of employees, the persistence of leadership, and the unique technological solutions. All this in sum has given what is currently called one of the best car companies of our time: Toyota.

Works Cited

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