

Lab Session Activity

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Name: Vatsal Bhuvra

Roll Number: IIT2022004

Section: A

Ans 1)

Toyota's remarkable growth and success as an auto manufacturer can be attributed to several key factors, many of which are related to the company's unique approach to manufacturing and business management. Here are some of the reasons why Toyota was able to grow much bigger than many other auto manufacturers:

Toyota Production System (TPS): The foundation of Toyota's success is its innovative production system, known as TPS or Lean Manufacturing. TPS emphasizes efficiency, waste reduction, and continuous improvement. It focuses on producing the right quantity of products with minimal waste, which enables Toyota to optimize its manufacturing processes and reduce costs.

Innovation and Technology: Toyota has invested heavily in research and development, leading to advancements in automotive technology. This commitment to innovation has resulted in the development of hybrid and electric vehicles, such as the Prius, and a strong presence in the green and sustainable automotive market.

Strong Supply Chain Management: Toyota has a well-developed supply chain that ensures a steady flow of high-quality components and materials to its manufacturing facilities. This helps maintain production efficiency and quality control. A typical Toyota assembly line makes thousands of operational changes in the course of a single year. Toyota employees see their purpose as threefold: making cars, making cars better, and teaching everyone how to make cars better.

Ans 2)

Manufacturing a car brand for everyone, as Toyota has done, can be seen as a strategic move that has both advantages and disadvantages. Whether it's the right thing depends on various factors and perspectives. Here are some arguments for and against Toyota's approach:

Advantages:

Market Reach: By offering a wide range of vehicle models and price points, Toyota can cater to a broad spectrum of consumers, from budget-conscious individuals to luxury car buyers. This approach helps them capture a larger share of the market.

Customer Loyalty: Toyota's reputation for reliability and quality across its product lines can lead to strong customer loyalty. Customers who start with an entry-level Toyota may choose to upgrade to a higher-end model as their income and preferences change.

Global Presence: Toyota's ability to manufacture cars for different markets and regions enables it to have a global presence. This allows them to take advantage of growth opportunities in various parts of the world.

Disadvantages:

Brand Dilution: Offering a wide range of vehicles can risk diluting the brand image. Some consumers may perceive Toyota as a brand that lacks a clear identity or focus, which could impact brand loyalty.

Competitive Challenges: Catering to every market segment means facing stiff competition within each segment from specialized manufacturers. This can make it harder for Toyota to dominate specific niches.

Ans 3)

Toyota did experience significant growth, and it's possible that this rapid expansion may have strained their resources and processes, leading to quality issues, as acknowledged by their president. Over the next year, Toyota should focus on addressing the recall-related issues, ensuring that their products meet the highest safety standards, and rebuilding trust with consumers. Their rapid growth resulted in the negligence of certain important safety parameters, which resulted in the tragic death of over 50 people in 2009 and 2010.

In the next 5 and 10 years, they should continue their commitment to quality, invest in research and development, and expand their presence in emerging markets while maintaining their reputation for reliability.

Growing companies can avoid quality problems in the future by prioritizing quality over speed and growth. They should invest in employee training and development, maintain a strong quality control system, and implement rigorous testing and quality assurance processes. Continuous improvement and a culture of accountability are essential to prevent quality issues as a company expands. Additionally, listening to customer feedback and being responsive to safety concerns is crucial to maintaining trust and reputation.