

Project Plan

May 10, 2010

Project name	Regain confidence
Client/Sponsor	CEO of Toyota company
Project manager	

Chapter 1

Executive summary

Firstly, several Press conferences will be conducted to show how apologetic the company is. Secondly, all the owners of Toyota cars who are troubled by the gas-pedal and brake problems will be provided with the solution within 24 hours. At last, conduct one promotion by reducing the interests of buying Toyota cars.

Chapter 2

Background, objective and goal

Background

A series of surveys suggests Toyota has fallen sharply in customer esteem.

- In a Kelley Blue Book survey released last month, Toyota fell from No.1 in customer loyalty to No.3. Hyundai moved into the top spot, while Honda held steady in second place.
- Toyota recently dropped from No. 1 to No. 6 in a "perceived quality" study by Automotive Lease Guide.
- In a March Bloomberg poll, 4 in 10 Americans said they "would definitely not buy a Toyota." Although nearly half of respondents said they have a favorable impression of Toyota, 36 percent don't. That was the highest negative rating among all automakers in the survey.

Objective

To improve image of Toyota, regain the confidence from customers.

Goal

To keep the market share.

Limitation

The loss of this accident will be delivered in the project report. The share of market is nor promised after the promotion period is over.

Chapter 3

Requirement specification

Product requirement
<ul style="list-style-type: none">• Market share could recovery to the original level.
Project requirement
<ul style="list-style-type: none">• Reputation must be improve by the end of October.• Total cost would not exceed USD 5,000,000.
Prerequisites
<ul style="list-style-type: none">• Make sure employees could dedicate 60% on this project when project and daily work are collided.