

Project name	Regain confidence		
Background(original idea)	<p>Only a tiny fraction of Toyota owners have experienced problems with a sticky accelerator, but recent gas-pedal and brake recalls are having a considerable impact on the company's sales and reputation.</p> <p>A series of surveys suggests Toyota has fallen sharply in customer esteem.</p> <ul style="list-style-type: none"> • 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. 		
Sponsor	CEO of Toyota company		
End user	Toyota company		
Business impact goal - Project objective	To improve image of Toyota, regain the confidence from customers.		
Project goal - end result of the project	To keep the market share		
Timeframe for the execution of the project	START		FINISH
	May 2010		October 2010
Priority of what is most important	Time	Resource	Quality
	40%	25%	35%
Budget	\$5,000,000		
Documentation received by			Date 2010-04-20