

Understand Best In Town

What Is the Meaning of Best In Town?

In a world of accelerating change, customers have come to expect best experiences that benefit them in unique ways.

Akio Toyoda's vision for all Toyota Regions and Distributors is to operate in this way, by continuously and quickly evolving to meet customer expectations. Simply said, this is the Best in Town mindset.



Akio Toyota Video Explaining Best in town Philosophy during U.S. dealer visit to his restaurant in Japan
Click To watch the Video

<https://youtu.be/Tg1uP9uSdOw>

As you watch the video,
you should note a few important aspects of being Best in Town:

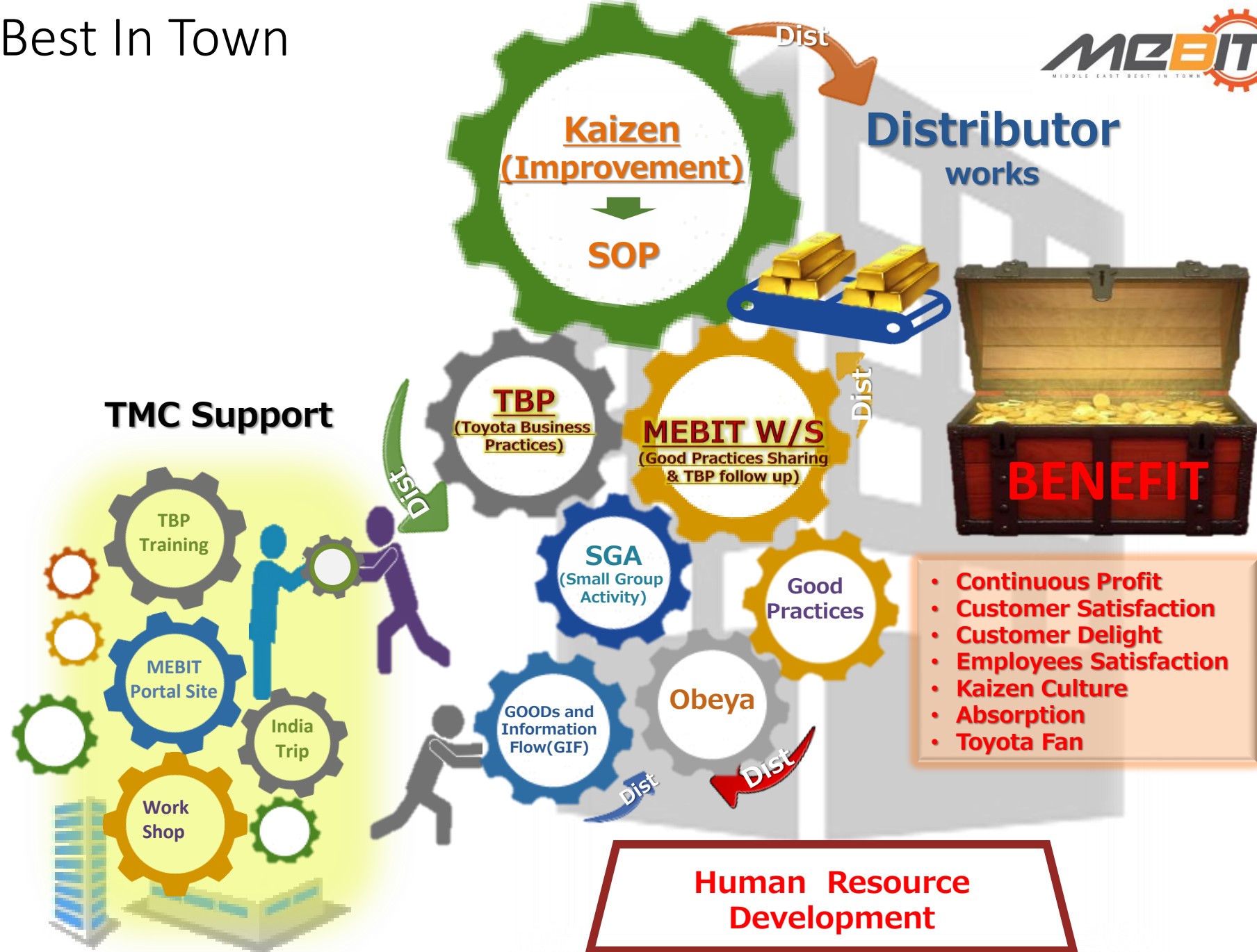
- Best in Town is unique to your Distributor and/or Dealerships because expectations within each market and town are unique.
- Best in Town requires a focus on the one-by-one experience for each customer.
- Being Best in Town is not “best automotive experience in town” but “best experience in town”; therefore, you should benchmark against all other experiences (hotels, restaurants, retail stores, and other automotive Distributors and Dealerships).

What is Middle east Best In Town (MEBIT) ?



MEBIT OVERALL

- MEBIT is a Program Designed by TMC to support MECAD Distributors.
- 1st Workshop Started in August 2019. Where the Aim is to Provide Support Educational Programs and Best Practices.
- Main Agenda of MEBIT Programs is
 - Promote Kaizen Mindset
 - HRD
 - Toyota Business foundation (TW,TPS,TBP)
 - Share best Practices
 - Start Activities in MECA Region.





Our challenge

Continuously increase our profit
by improving customer satisfaction
through “customer first” activity

Ideal Situation

How Efficiently the Dealership is recovering its cost ?

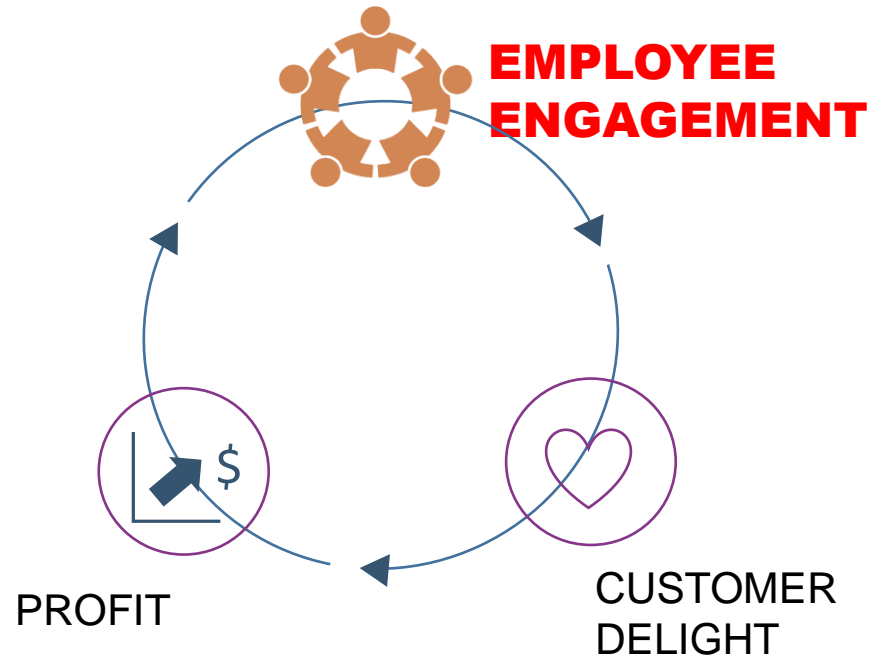
Absorption ratio > 100%

$$\frac{\text{Total Revenue except New Car}}{\text{Total FIX Expenses}} = 100\% \& \text{ More}$$


>> Completely enjoy new car sales profit

Ultimate goal of BIT

1. **To REALIZE A WORLD** that all personnel from staff level to management, at our sales and service outlets, share strong **KAIZEN MINDS** and are able to conduct Kaizen activities **AUTONOMOUSLY**.



*Customer Satisfaction
never exceed Employee Satisfaction*



Ultimate goal of BIT

2. The **SOPs** will keep on improving and keep on evolving based on the Kaizen activities conducted at each outlet.

*Listen to **Customer voice**
⇒ Reflect into Actual Operation*

SOP
Standard Operating Procedures



Ultimate goal of BIT

3. As a result, we'll continue to realize the **MOST EFFICIENT** sales and service operations and will be able to deliver the **BEST CUSTOMER EXPERIENCE**, by far, making respective sales and service outlets **BEST IN TOWN**.

