Toyota-marketing manager

Name

Institution

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Abstract

The study researches on the business management processes in the Toyota inc. company and shows its present and future importance. It examines the fundamental issues surrounding the applicable strategies and the innovations in relationship with the communication technologies around the Toyota Company. The innovations and the technologies in the company increase the efficiencies in all the undertaken projects of the company that will in turn improve the logistics and reduce the costs. The Toyota Inc company utilizes several strategies in various strategies to simplify their work and increase the productivity and the profitability of the company. The business management focuses on the business interface and includes other activities like the stock control and the accounting administration in developing a company. The paper explores the deployments of the business management strategies, their advantages in the organization and utilization of the respective technology to incorporate the major processes in and outside the organization. Notably, planning, monitoring and the evaluation of the same technology should be observed to ensure that it captures the modern trends in the society. The implementation of the strategies like the enterprise resource planning (ERP), six sigma, supply chain management among others are meant to increase the efficiency and effectiveness while checking the loopholes that minimize the productivity and the progress of the company. All the strategies are implemented in the management department and are functional in the whole organization. The Toyota company has employed all these strategies of the management to ensure that their business grow beyond the barriers and also ensure that the products are of high quality for the customer satisfaction. The strategies also have helped the organization to produce quality products, identify the company’s weaknesses and minimize the costs of production. Therefore, the Toyota Company has increased its profits and increased the customer relationship.

Introduction

Business and management is part of every organization strategy in overcoming the internal and the external challenges of the company. It is the major operational field in most companies that check to improve the company’s performances by optimizing the management of strategy within the company. it is important in all the organization since it enables it to be effective, efficient and allow the changes than the traditional management approaches. The management strategy has the methodologies that needs to be changed continually to better the results and should be supported by the technology for it to perform effectively. The Toyota Company management targets mostly on the production of the quality products at lower costs possible increase the customer and the investor’s relationships and then analyses the external and internal challenges that faces the company. Therefore, it is considered as the fundamental in all the organization. The six sigma, supply chain management, enterprise resource planning (ERP) including the monitoring and evaluation are considered to be the major strategies that the Toyota company apply in their daily operational activities.

Organizational setting

Action Planning

Strategic Analysis Data

Budget Planning

Operating Plan

Monitoring and Evaluation of Plan

Communication of Plan