Proposal of a New Division

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Toyota New Product Division

Introduction

Toyota Motors is global manufacturing company that deals with manufacture, sale and assembling of motor vehicles and their spare parts. Its headquarters are in Toyota city in Japan where it was founded by Kiichiro Toyoda in 1937.It manufactures different brands of motor vehicles and motorbikes which are widely accepted. The company sells its products to many countries. It also has various manufacturing companies in different cities of the world. Due to its well-planned management strategy, it is able to have large sales volume from exports. This ensures high profitability. Having different manufacturing companies in the world, this helps bring products and services closer to the customers. This shows that it has a very strong distribution network. Many companies have been set up to compete with Toyota but it has remained one of the most reliable companies. It produces quality products while focusing on innovations in vehicle brands. Unfortunately, it hasn’t advanced in terms lubricants.

The New Toyota Division Product

The production of different motor vehicle lubricants will enhance the core values and vision of the company. Lubricants ensure that the motor vehicles are serviced and their parts do have a long lifespan. The product in the new division will help meet the expected standards of the company and will go in line with the vision of the company to offer quality and durable products The mission will be, to have many customers with high-quality products (Hubbard and Galvin 33). The vision will be, to become the most reliable and respected company in the world.

Lubricants will have different types to fit the vehicle brand needs and ensure customer needs are met. All these lubricants will be packaged in cans and will have different ratings and quantity in terms oil thickness and thinness. Prices will also vary with quantity to accommodate different customers. Motor oil is used to control breakdown, reduce parts wearing out. Grease ensures that the steering parts remain intact. Gear oil is used to control temperatures especially when it is high. Electronic grease which doesn’t conduct electricity helps reduce the heat that builds up in a vehicle. Graphite lubricant is used in door locks to ensure they are free from oil. The purpose of having different kinds of lubricants is because of different vehicle parts which require different servicing. This product ensures vehicle parts last longer and many customers will save their money from frequent breakdowns.

Customer Needs and Competitive Advantage

Toyota new product division will look into customers’ needs in various unique ways. These lubricant containers will be labeled smartly and clearly to ensure a customer takes what is required thus ensuring customer satisfaction. Frequent and loyal customers will get discounts on our products. This improves the customers’ confidence in the company. Packaging the product differently in terms quantity ensures portability as the customer can easily carry during travel. It gives the company confidence, respect and helps it remain more competent in the market.

The division will also work on a strong distribution strategy. This is to make sure that the product has a direct link with the customer who needs it. Timely and instant product manufacture will also make sure a customer doesn’t go unattended. A quality product is what keeps a customer and this will improve competitiveness in this division. In case of customer complaints, the division will make a thorough follow up and make sure the issues are resolved to a customer’s satisfaction (Motohashi 239). Through the consistent provision of reliable, quality and presentable products, a customer will always choose the division for its products.

Business Vision and Model

Referring to the vision is the most reliable and respected company in the world, the division will consistently deliver and sell products to the customers. The division will manufacture enough products to meet the demand and supply to our customers. This also ensures affordability in the market. Through packaging in different quantities, types, and cans, the customer will have an easy time choosing what he or she needs. In the division, we will put up a nice display of the products on our shelves to enhance proper identification by our clients.

The model used has to be unique and will ensure more productivity. In this division, we will adopt a cost-effective model. This means that we will operate at low cost and thus having fewer expenses. This also means buying products for use in our division at a lower cost in the shortest time possible to meet our customers demand. Another model is proper coordination with our suppliers of raw materials. This will help us acquire high-quality materials for a lower price. Another model is production quality where our division will be keen in the production process to ensure quality output. This will ensure we are in line with our mission and vision of being a respectable company globally.

Aligning Division with the Company

The mission and vision of the company go hand in hand with that of the division. Focus goes to the customers and the quality of products sold to them. Just like the company, the division targets many customers by offering high-quality products. The vision is to ensure the company is respected and the division ensures that by offering quality products and selling as many products as much through our various distribution channels. The mission on the other is about creating a big customer base through quality and the division does that through competitive business models which help reach out to many customers as possible.

Proper management ensures that the mission and vision are adhered to. Without this, the division and even the company will count losses. Management also plays a big role in shaping the future of the company and division. High levels of integrity are valued in the division to ensure no one goes outside the rules that will not go in line with the missions and vision of the company. Quality is another issue that makes the division well aligned with the mission and vision of the company, it ensures quality product sale.

Strategic Direction

When a division adheres to the rules, values, vision, and mission that guide the company, it becomes easy to have a strategic direction towards more growth and meeting all the goals a company sets. The vision defines why the division was created and why it stands. The mission shows the objectives of a company which the division must undertake as well. With these clear definitions, the division is able to stick to the main agenda it is mandated with (Maddocks 3-4). Leaders and staff in the division are required to play their roles effectively and in return, this will help guide the division into a good strategic direction. Integrity in the division will ensure that the company retains its reputation. Quality of products also determines the strategic direction in that it promotes continued production and profits. Therefore, following the vision and mission statement well ensure a good strategic direction for the company.

Guiding Principles

Quality products and customer satisfaction is the main driver (Nkomo 4). For proper and legal operations, the division will ensure it follows government regulations in offering its products. Ethically, fraud and poor quality production won’t be tolerated since that goes against the company’s mission. In case of integrity issues, one will be subject to scrutiny and also could get fired (Blankenship 185). The division will uphold environmental cleanliness by disposing of waste as required. When it comes to employment, the locals will not be left behind and will earn a livelihood in the division.

It is also good to follow the cultural practices where the division is set, this will promote social cohesion and also improve the division’s mission of a high customer base. In dealing with the locals, the division will ensure there is no discrimination of any kind towards employees or the customers. In ensuring a peaceful work environment, the division will promote good working relationship to ensure good cohesion. .It would be vital to indicate that workers need good incentives. They deal with customers mostly and this will help motivate them to ensure their output is good. This will guide in meeting what the mission states. Punctuality cannot be overlooked as a guiding principle, it is so important to ensure timely product service to the customer. This ensures good workflow

All the above are in line with mission and vision statement of the company. Having them work jointly will ensure large volume sales, more customers and increased profit margins. The growth will be enhanced and will further motivate the company in enlarging its territories. Increase in employment opportunities will see many get to earn through our division and the company at large. It will be hard to look elsewhere for products since our quality is irresistible.

Works Cited

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