

SWOT ANALYSIS OF TOYOTA



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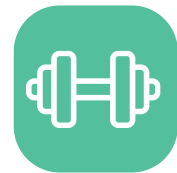
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Strengths

- Renowned brand with a reputation for quality, reliability, and durability.
- Economies of scale from large-scale operations.
- Efficient Toyota Production System (TPS).
- Extensive global network and robust financials.



Weaknesses

- Dependence on traditional vehicle markets.
- Limited presence in emerging vehicle technologies.
- Nascent expansion in emerging markets.
- Need for strategic tech partnerships.



Opportunities

- Rising demand for hybrid/electric vehicles.
- Growth potential in India and Southeast Asia.
- Emerging connected car and mobility sectors.
- Opportunities for tech collaborations.



Threats

- Heightened competition in the auto industry.
- Increasing costs of raw materials.
- Vulnerability to currency exchange fluctuations.
- Stricter regulations and potential market downturns.