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ABSTRACT

This report will analyse the Marketing Strategies of one of oldest and largest motor corporation across the globe. This reports elaborates Toyota marketing strategies through PESTLE,SWOTT,MARKET SEGMENTATION and its POSITIONING as well as Ansoff Martix in India and United Kingdom. The cultural Diverfication in PESTLE is elaborated using Hofstede Model.

Introduction & Background of Toyota

Toyota is a Japanese automaker. On August 28, 1937, the corporation was founded. It provides financial services and is involved in other fields of business. It manufactures automobiles under its own brand name. Toyota automobiles are renowned for their durability and dependability, as well as their superior quality, engineering, and value. Toyota is the largest automobile manufacturer in Japan and ranks second globally. Toyota also has a sizable market share in both North and South America, as well as Europe. Additionally, it has a presence in south-east Asian countries (UKessays, 2022). Toyota is the world's market leader in offering electric automobiles, and it is also the organisation that has done the most to assist the widespread acceptance of hybrid vehicles throughout the world. Toyota is also a global leader in hydrogen-powered vehicles, according to a report by the company. In January 2020, the total number of Toyota and Lexus crossover traveller vehicle types sold globally reached the landmark of 10 million (proects4mba, 2021).

Kiichiro Toyoda founded the firm in 1937 as a side project from his father's Toyota Industries to manufacture autos. Three years earlier, in 1934, while still a subsidiary of Toyota Industries, the company manufactured its first item, the Type A motor, and its first traveller vehicle, the Toyota AA, in 1936. Toyota Motor Corporation manufactures automobiles under five brands: Toyota, Hino, Lexus, Ranz, and Daihatsu (Finch, 2022). Additionally, it owns 16.66 percent of Subaru Corporation, 5.9 percent of Isuzu until 2018, and 5.5 percent of Mazda, in addition to joint ventures with two companies in China (GAC Toyota and Sichuan FAW Toyota Motor), one in India (Toyota Kirloskar), and one in the Czech Republic (TPCA), as well as a few "nonautomotive" companies. TMC is a subsidiary of the Toyota Group, Japan's largest conglomerate. (toyotamotorcompany, 2022)

Lesser-known fact about Toyota

Toyota began as a textiles manufacturing company. Sakichi Toyoda, founder of Toyota, built the revolutionary Toyoda Model G Automatic Loom in 1924. The invention resulted in the establishment of Toyoda Automatic Loom Works Ltd, which has since evolved into Toyota Industries Corporation (torquetoyota, 2020).

Expansion of Toyota

Toyota received authorization from the US military to commence peacetime production towards the end of 1945. They exploited the skills acquired through America's industrial training programme to continue manufacturing items in Japan after the programme was discontinued in the United States. (Anon., 2021). While the business continued to manufacture vehicles post WWII, they began producing the Toyopet, or Model SA, which was made available to drivers at a low price and was designed to navigate the country's terrible roads following the war. Only 215 SA Toyopets were produced, but the SF Toyopet that followed generated yearly sales of 8,400 by 1955 and 600,000 by 1965 (Anon., 2021).

The Toyota Land Cruiser, a civilian vehicle based on the Dodge half-ton weapons transporters, was followed by the Bantam. Following that, in 1958, Toyota introduced the Crown, the company's first premium vehicle. (clifford, 2018)

Apart from Automobile Industry

- **Toyota Financial Services:** Toyota's finance services are geared at promoting car sales. Simultaneously, Toyota are developing new business areas to improve future mobility. The financial services industry's basic role is to increase car usage. As a result, Toyota
- are actively supporting digitization, creating, and supplying new financial products, and expanding their network into new car markets. they are expanding their value chain to provide added value through financial services across the car life cycle, from manufacture to disposal, as the automotive industry faces a once-in-a-century transformation (toyota, 2021). They are working with ridesharing and ride-hailing firms like Uber Technologies, Inc. and Grab Holdings, Inc. to use big data generated by cars to the telematics car insurance market. they will continue to create and supply financial services that meet consumer needs and local market conditions (cbiinsights, 2021).

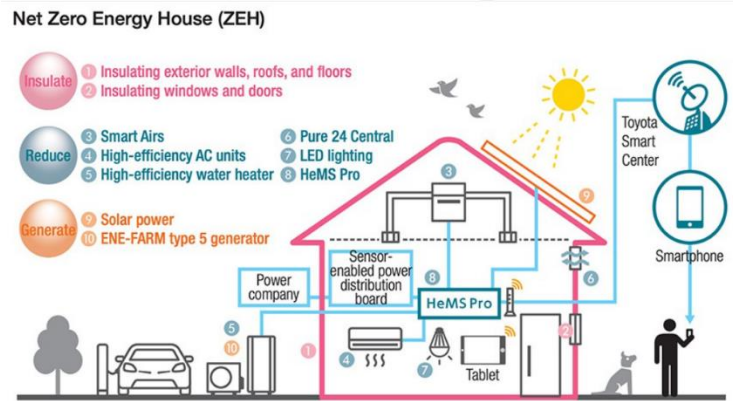
TOYOTA FINANCIAL SERVICE GLOBAL PRESENCE

A Network Spanning More Than 35 Countries and Regions



(Lachance, 2021)

- **Toyota home:** Toyota's housing business was founded on founder's strong desire to offer better homes for Japanese families. Embodying Kiichiro Toyoda's teachings, Toyota is trying to provide housing that satisfies each customer's dreams, thereby expanding the circle of truly satisfied customers living ever-improving, wealthy lives, Toyota Home wants to make people happy for the rest of their lives. As part of their brand vision, "*Sincerely for You, Together for Life,*" they want to provide their customers with peace of mind during and after construction, as well as through support. This way, toyota can help them achieve their ideal lives. Net zero-energy homes (ZEH) are becoming more popular, so toyota are using a variety of solutions that meet ZEH thermal insulation requirements as standard. Toyota also build award-winning, well-designed, and high-quality homes. (toyotahome, 2021)



(Hobart, 2021)

The Toyota Group's KenBiKenJu Laboratory is studying innovative services that utilise IoT and AI and creating advanced technologies to provide housing that satisfies the demands of working women and seniors. Toyota Housing consolidated Misawa Homes Co., Ltd. in 2017. Together, the two companies are aggressively creating a great track record in condominium marketing. Toyota aims continue to create synergies in areas like community development and international business to help both firms grow faster and provide better products and services to clients (businesses, 2021).

- Researcher for the Future:** The commitment of Toyota to *'Supporting human life activities and living in harmony with people'* inspires to deploy industrial robot technology for a wide range of applications (innovation, 2021). Among other things, they have created companion robots that aid those who are unable to walk on their own, such as members of the ageing population. As Toyota changes into a mobility company, Industry expanding their robotics efforts to include providing control platforms or infrastructure technologies for the city as part of our overall transformation. They trying to maintain *"automation with a human touch,"* which has always been cherished by their predecessors at Toyota as one of the most important elements in technology. This means that a system such as robotics or artificial intelligence should never replace the human but should always preserve *"the sense of agency"* that humans have. Through the development of a human-centered system, we seek to assist our clients in living a "well-being" lifestyle (triglobalresearch, 2021).

Toyota Global Vision:

Toyota will be at the forefront of the future mobility society, enriching people's lives all over the world by providing the safest and most environmentally friendly modes of transportation. We strive to exceed expectations and be rewarded with a smile by adhering to a high standard of quality, pursuing continuous innovation, and being environmentally conscious. We will achieve our lofty objectives by mobilising the skill and enthusiasm of people who think that there is always a better way to do things.

- Leading the vision:** Toyota is a leader in the industry, embracing opportunities and investing for the long term (globaltoyota, 2021).
- Developing the mobility society of the future:** new modes of transportation should be developed, as well as new methods of linking technology with humans (globaltoyota, 2021).

- **Adding value to people's lives all over the world:** Create jobs, develop people, and make a positive contribution to society by utilising the extracted features principle (globaltoyota, 2021).
- **Transporting people in a safe and responsible manner:** Customer and staff safety are of the utmost importance to us, both for our customers and for our personnel (globaltoyota, 2021).
- **Aiming towards quality:** Maintain a high level of dependability and customer satisfaction by raising our standards continuously (globaltoyota, 2021).
- **Innovate without ceasing:** In the search of ever-better automobiles, we must constantly re-innovate within ourselves, develop new technologies, and stay one step ahead of the competition (globaltoyota, 2021).
- **Taking care of the environment:** Demonstrate consideration for the environment in whatever we undertake. Research, create, and promote environmentally friendly technologies and solutions on a consistent basis (globaltoyota, 2021).
- **Exceeding one's own expectations:** Our goal is to anticipate the requirements of those who rely on us and to provide products and services that meet or exceed the needs and expectations of those we serve (globaltoyota, 2021).
- **With a smile on their face, they were rewarded:** A grin is the most effective way to show customer satisfaction. We express our thankfulness and appreciation in all we do as well, and we do so with smiles (globaltoyota, 2021).
- **Goals that are difficult to achieve:** We are a group of people that set high goals and work together to achieve them (globaltoyota, 2021).
- **People's abilities and passions can be tapped into:** Our organization's strength is derived from the competence and diversity of our team members and business partners; we solve challenges and generate new ideas because of this (globaltoyota, 2021).
- **There is always a better way to do things:** The spirit of kaizen is about striving for greater heights and challenging ourselves to discover a better approach in all we do on a daily basis (globaltoyota, 2021).

Principle of founder Sakichi Toyoda:

- Continually fulfil your responsibilities, so benefiting the organisation and contributing to its overall success (globaltoyota, 2021).
- Be persistently diligent and imaginative, always seeking to be one step ahead of the competition (globaltoyota, 2021).
- Never lose sight of what is important and avoid becoming excessively sentimental or naive (globaltoyota, 2021).
- Maintain a warm and welcoming atmosphere at work by striving to create one that feels like home (globaltoyota, 2021).
- Keep a respectful attitude toward spiritual concerns, and always remember to be thankful in all circumstances (globaltoyota, 2021).

Toyota Logo evolution and meaning:

Toyota's first logo was chosen through a public contest. Additionally, it was during this competition that the name "Toyota" was proposed in lieu of "Toyoda." The firm adopted the competition's results, changing its name to Toyota and establishing the company's initial logo as a blue and red diamond-shaped insignia (logomyway, 2022).



(Carbrandname, 2021)

The Toyota logo's history can help you develop your own. First, this automobile brand's appearance was heavily influenced by their country's culture. Even now, the company's logo features red, a symbol of Japan. Also, avoid copying your competitors' logos to build a unique logo. Toyota did just this by choosing a colour palette extremely different from American companies. Then Toyota discovered how to use curves to create logos. The circle is commonly used in the automotive industry, but they managed to combine them to produce a globally known mark. Finally, like Toyota, don't be scared to rebrand. A makeover might help you enter new markets, introduce ground-breaking products, or simply streamline a crowded logo. Remember that simplicity is the current logo trend (freelogodesignblog, 2021).

As you can see, Toyota is a firm that has evolved over time. Changing their name or designing multiple logos, this vehicle company has been able to distinguish themselves among the major manufacturers (freelogodesignblog, 2021).

PESTLE

To examine the macroenvironment, the PESTEL model can be employed. This section will represent the PESTLE Analysis of Toyota in UK and INDIA

PESTLE Analysis is a strategy framework for evaluating a business's external environment by categorising opportunities and hazards according to Political, Economic, Social, Technological, Legal variables and Environmental (corporatefinanceinstitute.com, 2021).

PESTLE Analysis is an effective framework for planning corporate strategy and determining the advantages and disadvantages of a business strategy. The PESTLE framework is an expansion of the PEST strategic framework, incorporating extra considerations for Environmental and Legal variables that may affect a corporation (Mishra, 2020).

Below illustrates factors which are involved in the PESTLE

PESTLE – The Macro Environment



Factors in the Macro Environment to Consider

Source: (Barry, 207)

POLITICAL IN UK (UNFAVOURABLE)

The UK's auto industry has become a key issue in Brexit negotiations, with unresolved pressure on Toyota potentially leading to the world's largest automaker ending production in the nation. The UK departed the EU on January 31, 2020, the current bone of contention is the car industry, which involves certain obscure ideas that could have life-or-death ramifications for some British automakers, but likely only for Toyota. (Winton, 2020). Apparently, the Carmakers in the United Kingdom and Europe have warned that a no-deal Brexit may cause a £100 billion hit to the region's automotive industry over the next five years (bbc.uk, 2021). According to the Society of Motor Manufacturers and Traders (SMMT), tariffs imposed by the World Trade Organization (WTO) will cost the UK automobile industry £55.4 billion by 2025, with annual production falling below one million vehicles (Gillespie, 2021). The UK auto sector posted its weakest September since 1995 in September, as the pandemic continued to weigh on demand, industry numbers released last month revealed, only 114,732 vehicles passed off assembly lines in September, down 5% from September 2021 (Jolly, 2021).

POLITICAL IN INDIA (UNFAVOURABLE)

When the Indian government demonetized currency notes in 2016 and 2017, it created a cash shortage in the domestic market. It slowed the selling of numerous firms; Toyota's automotive sales have also decreased. Since then, the car market has grown at a glacial pace (indianmoney, 2018). The company has benefited from the increase in fuel prices because it is a manufacturer of fuel-efficient vehicles. As a result, most buyers choose for fuel-efficient vehicles. Consumer purchasing power is impacted, as evidenced by the declining trend in automobile demand during the economic catastrophe. Additionally, the poor, and middle-income consumers are the hardest hit, and because they account for a sizable portion of the company's market share, the corporation was impacted as well. Interest rate reductions also have an influence on the business. In India, for example, interest rates were cut (ayengar, 2020). This facilitated customers' access to low-interest loans. As a result, they increased their automobile purchases (essay, 2020)

Funny Quote was vastly circulated during this period ***“Toyota or Pakora”*** (mukherjee, 2020),

Pakora is an Indian snack. Quote says choosing between Indian snack or one of the largest car manufacturers. This saying was made during the Indian Govt’s decision to intensify policy of **“MAKE in INDIA”** which is encourage the local manufacturers If you buy a car in the world's fourth-largest car market, you'll have to pay an extra luxury tax, which ranges from 1% to 22% depending on the size of the car and its engine capacity. This adds up to as much as 50% on some sports utility vehicles (andy, 2021).

ECONOMICAL IN UK (FAVOURABLE)

Toyota was the best-selling new car brand in the UK in 2021 September, with a record-high market share. As customers sought new 71-plate vehicles, its broke records in a crucial month for the industry (Pratap). In 2021 September Toyota sold **16,904 new cars** in the UK, a **7.9% market share**. Given the industry's overall vehicle supply challenges, Toyota's success is even more impressive. With **10,593 new cars** for retail clients, the company increased its market share by **7.1%** from September 2020, giving it an unprecedented 8.5% share of the retail category. Toyota has made great success in 2021, with year-to-date passenger car sales of **82,748 units**, up **13.8%** from 2020. The all-new Yaris Hybrid hatchback continues to draw enormous customer interest. Sales of the Yaris Hybrid increased by **1,108 units** in September compared to September 2020, giving it a **10.7%** segment share. For the new Yaris Cross, **664 registrations** and increasing advance orders were recorded in September (Warrick, 2022). The Toyota Yaris and Aygo were ranked 4th and 8th in September's best-selling automobiles. Sales of light commercial vehicles increased **16.7% in September** compared to last year, despite a market down nearly **40%**. The new Toyota Hilux pickup has a 40% category share, with monthly sales up **674 units** over last year. More than **78%** of Toyota's UK passenger car sales in 2021 have been hybrid electric. Thanks to everyone at Toyota and our retail partners who worked so hard to deliver these excellent results, and our consumers who put their trust in our products. Toyota is not immune to the issues affecting the automotive industry in component and vehicle supply. Nonetheless, in a vital month for new vehicle sales, our business strategy, our automobiles, and our marketing initiatives all contributed to providing excellent customer service (Bashir, 2022).

ECONOMICAL IN INDIA (UNFAVOURABLE)

Increase in the crude oil prices in India the automobile industry has stuck all time low, Invasion of Ukraine had an impact on industry. The crisis has pushed up the price of Brent crude oil from \$81.05 per barrel in November to \$108.9. Experts predict more hikes (dw.com, 2022). ***“Strong hybrids give the least amount of well-to-wheel carbon emissions,”*** stated Toyota Kirloskar Motor Vice-Chairman Vikram Kirloskar. ***“We will push hybrids. As the 70% drops and more renewable energy comes in, we’ll see more EVs (electric vehicles). “Our goal is to reduce overall carbon,”*** Kirloskar remarked recently (Mukherjee, 2022). The high hybrid car taxes are still a problem and may put the vehicles out of reach of mass market purchasers. India presently levies a 28 percent GST on small hybrids and a 43 percent GST on larger hybrids (Umang, 2022).

TECHNOLOGICAL IN UK (UNFAVOURABLE)

Toyota is the first manufacturer to introduce a hydrogen vehicle. The company places a high premium on research and development, constantly seeking for new ways to offer automobiles that run on alternative fuels. Not only due of oil constraint, but also because alternative energy vehicles face comparable issues. Energy density is a barrier to electric automobiles becoming the primary mode of transportation. While this is being resolved, we are noticing an increase in the number of hybrid vehicles. Toyota is a leader in this movement, frequently setting the pace through engine upgrades. Toyota refuses to be a brand that plays catch-up while others pave the route into the future (frue, 2019). Because the global automobile industry is so reliant on the usage of technology, market participants must stay up with technical improvements in both operations and the development of new and creative car models. Additionally, due to the depletion of natural energy resources, the global vehicle industry is currently shifting its focus toward renewable energy sources such as hybrid technology, electricity, and nuclear technology. However, as customer preferences change and public awareness grows, Toyota Motor faces a technological problem with low demand for gasoline cars and a high demand for hybrid technology automobiles in some markets, leading the business to adopt hybrid vehicles such as the Toyota Prius (pratap, 2019). Furthermore, UK's new bill to impose ban on diesel vehicles from 2023 which taunts more on the production of toyota (Tabuchi, 2021).

TECHNOLOGICAL IN INDIA (FAVOURABLE)

Toyota Kirloskar Motor (TKM) launched the "Hum Hai Hybrid" campaign via a specifically curated online video series to raise awareness about Self-Charging Hybrid Electric Vehicle Technology (SHIEV). Toyota has indicated a strong commitment to achieving 'Carbon Neutrality' by 2050, in line with India's primary government goals of reducing carbon emissions and reducing reliance on fossil fuels. Toyota's vision is to lead a civilization of future mobility by providing people worldwide with the safest, most environmentally friendly, and most desired modes of transportation. To accomplish this aim, TKM is committed to ongoing improvement in corporate sustainability activities and to growing its contribution to mass electrification through '**Make in India**'. Toyota has a pragmatic, sustainable, and practical strategy, pursuing numerous paths to achieve '**Carbon Neutrality**' and '**Mass Happiness for All.**' (WRITER, 2022)

LEGAL FACTORS IN UK (UNFAVOURABLE)

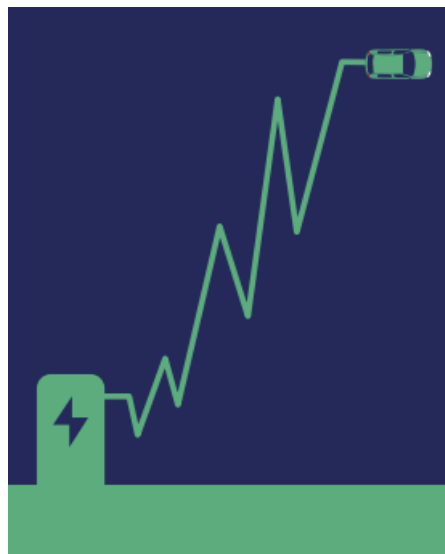
Toyota came within hours of shutting down its UK operations this week due to supply shortages caused by the US cold weather, according to three people familiar with the matter. According to one source, the Japanese automaker was fighting a "daily battle to avoid a shutdown" across its European network as disease spread from its North American supply chain. The business informed management and suppliers that it was planning to suspend operations in the United Kingdom, only to reverse its decision some hours later (Inagaki, 2021).

LEGAL FACTORS IN INDIA (FAVOURABLE)

Prius Auto Industry, an Indian automobile manufacturer, sued Toyota over the trademark. The corporation lost the legal struggle, and a Delhi court granted the opponent the right to use the mark "Prius." (triglobalresearch, 2021)

ENVIRONMENTAL IN UK (FAVOURABLE)

Collaborating with and involving the automobile industry in developing the vision and practises for a zero-carbon road transport sector. Providing the vehicle sector with the required flexibility to meet future zero-emission requirements while also taking business and policy implementation concerns into account, assuring that the UK's regulation of zero-emission road transport targets adheres to all applicable regulatory principles and minimises complexity. Making the UK the most attractive site for investment in low-carbon transport manufacturing, comparable to the automotive support packages offered by other countries – such as France, Germany, and Spain. Assuring an adequate supply (SSMT, 2021)



NET ZERO VEHICLES

SOURCE: (SSMT, 2021)

ENVIRONMENTAL IN INDIA (FAVOURABLE)

Toyota has also conducted research to build models that can assist reduce pollutants released into the environment, beginning with the Camry hybrid in 2013 and the Toyota Etios in 2014. After launching the Innova Crysta and Fortuner in 2016, Toyota's luxury brand subsidiary – Lexus – entered the mid-size sedan segment in India with the Yaris (soni, 2020).

Apart from automobile manufacturing, Toyota is committed to advancing its social and environmental standing. We began our journey at the Toyota Technical Training Institute, where the business recruits students from rural southern part of India and provides them with free education and ITI certification training. It is one of Toyota's global CSR initiatives. Following a specified time, these contenders are capable of disassembling and reassembling an engine without compromising on quality, followed by Toyota. Additionally, these individuals enhanced their communication abilities and are now able to communicate fluently in English in public. Each year, the company receives over 4000 applications for this CSR initiative, with just 65 candidates being chosen (soni, 2020).

SOCIO/CULTURAL INDIA (FAVOURABLE)

India is a place of rich cultural diversity. However, when it comes to automobiles, the entire country agrees. The Toyota Innova, India's national MPV, is a classic example of this claim. India adores this versatile vehicle (hindu, 2021). Numerous MPVs have been introduced in the market since Innova's inception, but none have been able to dislodge it from the top of the chart, with sufficient power and a plethora of features, Innova has been picked by Indians for both commercial and personal use. Another vehicle from the corporation that dominates the segment in which it operates. Toyota Fortuner is one of the most popular SUVs in India, owing to its excellent build quality and muscular appearance. Fortuner was debuted in 2009 and is still a popular vehicle on Indian roads (Saroj, 2021). The expensive SUV is well-known in Punjab and Haryana, where individuals love to showcase their animals (RITVIK, 2020). Toyota's "Innova" model became so popular in India that many families began purchasing the car for family vacations. The brand was created with the Indian market in mind. It worked out perfectly because the company supplied them a low-cost vehicle to appeal to a price-sensitive market. (ali, 2021)

A 1990s child who claims not to have watched CID on Sony Television is either lying or his family did not have a television. There is no other way to explain this. And those who have seen the show are familiar with the CID carrier, the Toyota Qualis. Prior to the introduction of Innova, Qualis was known as the people's carrier, with an unmatched build quality. Even the police in a number of Indian states employed the car as a PCR vehicle. This was the vehicle's Legen 'wait for it' daring status. Toyota Qualis had a significant impact over its four-year run (RITVIK, 2020).

Hofstede model

The six dimensions of the Hofstede model of national culture A country's cultural dimensions show autonomous preferences for one state over another. It is relative because we are all human and unique. The only way to use culture effectively is to compare it (Hostede, 2022).

Hofstede INDIA

The 6-D Model can help us understand the deep drivers of Indian culture in comparison to other world cultures.

POWER DISTANCE

This component indicates the culture's perspective on inequality. A country's institutions and organisations' less powerful members expect and tolerate unequal power distribution.

Indians prefer top-down social and organisational hierarchies, scoring 77 in this category. As a rule, Indians respect the boss's orders, tolerate uneven rights between the powerful and those below them, and make their immediate superiors accessible but not their superiors above them. Despite appearances, managers rely on team members' devotion. Employees want to know their jobs and responsibilities. You feel safe in the familiarity of the control, even if supervisors seem formal. Positive feedback is rarely provided up the ladder (Hostede, 2022).

INDIVIDUALISM

This dimension focuses on a society's interdependence. It is about whether people identify as “I” or “We”. Individualist societies expect personal accountability. They are loyal to ‘in groups’ that look after them.

India, with a 48, is a collectivist society. People are expected to perform for the greater good of their in-group. Family, extended family, neighbours, work group, and other wider social networks impact an individual's actions. For a collectivist, exclusion from peer groups or extended in-groups leaves them empty and helpless. Employee loyalty and employer protection are expectations based on expectations. In a Collectivist society, relationships often determine hiring and promotion.

Hinduism, India's fundamental religion/philosophy, is an individualist culture. Hindus believe in reincarnation, with each life's actions determining the next. Individuals are thus in charge of their own lives and own rebirth. Individualism and collectivism interact in Indian society, resulting in a medium score.

MASCULINITY

In a society driven by competition, achievement, and success, the winner / best in field is characterised as success - a value system that starts in school and continues throughout organisational life. A low score (Feminine) suggests that care for others and quality of life are dominant values in society. In a Feminine culture, quality of life is admired and standing out is not. What drives people, desire to be the greatest (masculine) or enjoying what they do? (Feminine).

India gets a 56 on this dimension, making it a Masculine society. In terms of success and power, India is actually incredibly Masculine. The sparkle and ostentation that comes with promoting one's achievement is commonly used. But India is a spiritual country with millions of deities and ideologies. It is also a very old country with one of the oldest cultures, which teaches it much about humility and abstinence. This typically prevents people from overindulging in Masculine displays. Success and achievements are emphasised in more Masculine countries. Work is the centre of one's life, and outward signs of accomplishment are vital (Hostede, 2022).

AVOID UNCERTAINTY

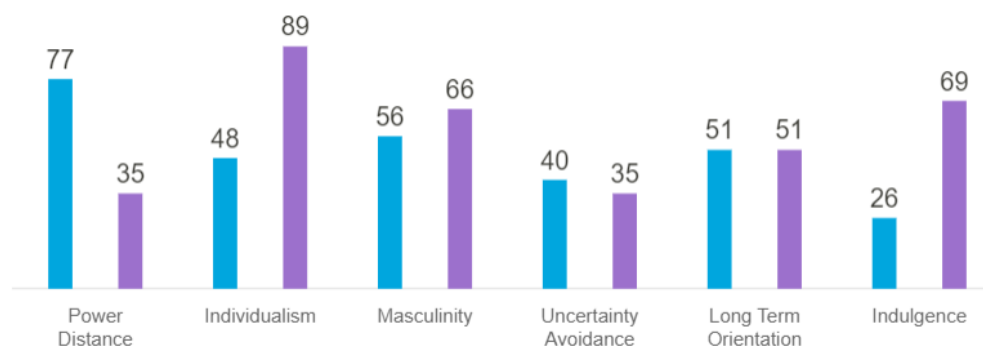
India is a patient country that enjoys a change from routine. People do not feel forced to act and return to their roles and routines. Rules are usually broken, and clever methods are employed to “bypass the system”. The phrase “adjust” is commonly used and can mean anything from ignoring rule-breaking to coming up with a unique solution. This attitude is both the country's greatest source of sorrow and power. Nothing is impossible in India if you can “adjust”.

LONG TERM VISION

This dimension shows how civilizations prioritise these two existential objectives while maintaining ties to their past. In the normative culture, long-standing traditions and customs are preserved while societal change is feared. Those with a high cultural score advise saving and modern education to prepare for the future with a 51 in this dimension, it's impossible to discern an Indian cultural preference. Indian religion and philosophy revolve around “karma”. Time is not linear as it is in Western societies. India, for example, accepts all religions. Hinduism is a philosophy, a set of ideas, attitudes, behaviours, and esoteric beliefs. India has several truths, depending on the seeker. Pragmatic societies often overlook tardiness, change plans based on changing circumstances and a general comfort with fate rather than fixed course (HOFSTEDEINSIGHTS, 2022).

INDULGENCE

The degree of young kid socialisation is a historical topic. No socialisation makes us “human”. This dimension depicts how people try to control their urges and impulses. Restraint is a strong control over indulgence. Cultures can be indulgent or restrictive. India scores 26 suggesting a conservative culture. This dimension is sceptical and pessimistic. The Restrained societies do not value leisure time or restrain appetites. Indulging is wrong, according to this viewpoint (Hostede, 2022).



SOURCE: (HOFSTEDEINSIGHTS, 2022)

Hofstede UK

POWER DISTANCE

This component indicates the culture's perspective on inequality. A country's institutions and organisations' less powerful members expect and tolerate unequal power distribution. With a PDI of 35, Britain is an egalitarian society. In Britain, the PD index is lower among the wealthy than among the poor. Its use at odds with the long-established British class system reveals one of the deep-seated contradictions in British culture – between the value of birth rank and a deeply held belief that where you are born should not limit your life opportunities. A sense of justice promotes fairness in treatment (Hostede, 2022).

INDIVIDUALISM

This dimension focuses on a society's interdependence. It is about whether people identify as “I” or “We”. Individualist societies expect personal accountability. They are loyal to ‘in groups’ that look after them. Only a few Commonwealth countries have higher Individualist ratings (89). (Australia and the USA). Britain is a very private nation. Children are taught to think for themselves, to find their life's purpose and to contribute to society from an early age. Satisfaction leads to joy. The rise of unbridled consumerism and the growth of the ‘ME’ culture have been highly debated as Britain's income has risen (Hostede, 2022).

MASCULINITY

Achieving Masculine Culture at 66. Foreigners sometimes misunderstand the British culture of modesty and understatement due to the underlying success-driven value structure. Knowing the

British means reading between the lines. Not everything spoken is meant. Unlike Scandinavian Feminine cultures, Britons live to work and perform (HOFSTEDEINSIGHTS, 2022).

AVOID UNCERTAINTY

Uncertainty Avoidance measures how a culture's members react to ambiguous or confusing occurrences. The UK scores 35 on Uncertainty Avoidance, indicating they are willing to 'make it up as they go along,' modifying plans when new information comes to light. Britain is used to ambiguity and 'muddling through' is a British term. The British love of queuing, which also has to do with the ideas of fair play, is one of the most famous of these few conventions. The end goal (high MAS) is apparent, but the path to get there is fluid and adaptive. Plans will be shortened. Above all, a highly individualised and curious nation necessitates high levels of innovation. Uniqueness appeals! Fast-paced businesses like advertising, marketing, and financial engineering require a lot of creativity (Hostede, 2022).

LONG TERM VISION

This dimension shows how civilizations prioritise these two existential objectives while maintaining ties to their past. In the normative culture, long-standing traditions and customs are preserved while societal change is feared. Those with a high cultural score advise saving and modern education to prepare for the future. With a 51 in this dimension, it's tough to establish a British cultural preference (Hostede, 2022).

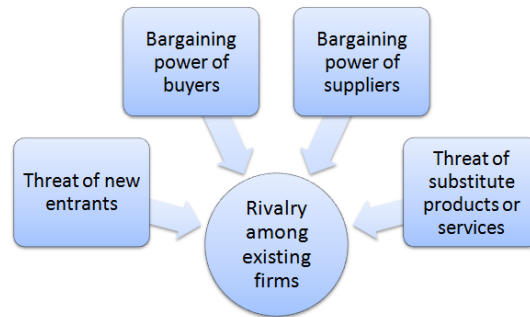
INDULGENCE

The degree of young kid socialisation is a historical topic. No socialisation makes us "human". This dimension depicts how people try to control their urges and impulses. Restraint is a strong control overindulgence. Cultures can be indulgent or restrictive. A score of 69 indicates Indulgent British culture. These groups tend to be more open to realising their desires to enjoy life and have fun. They are upbeat and cheerful. They also appreciate leisure time more, act freely, and spend freely.

Conclusion: Perhaps a couple of drawbacks in Indian market Toyota Motor Corp also been close to heart for Indian consumer, in contrast competing with many other Automakers in the Markets Toyota suffered a lot in UK post Brexit. The adaptable nature of Toyota has created a significant impact on Indian people through irrespective factors like Environmental, Cultural, Technological.

Porters Five Forces

In an industry, there are five forces at work that make it hard for people to compete. These forces also make it hard for people in the industry to get their share of the economic value (harvardbusiness, 2022). **Michael Porter** first talked about these ideas in a classic 1979 Harvard Business Review article. Porter's ideas changed the strategy field and still have an impact on business and academic thinking today. An analysis of Five Forces can help businesses figure out how attractive an industry is, how trends will affect industry rivalry and what companies can do to be more successful (hbs, 2021).



Source: (John, 2016)

To start the Toyota Porter Five Forces Analysis, let's do this:

- Threat of New Entrants UK (MEDIUM):** Toyota faces a low to moderate threat of new entrants due to strong entry barriers. Obstacles include technological requirements and the substantial capital required to start up a factory. Making a first car or prototype would be highly costly for a newcomer, it requires a lot of capital. Toyota has a very good market position with 8.9% of the global market. Electric automobiles have reduced the threat of new entrants. Still, Toyota has invented its own electric automobiles and is using this chance to increase market share also Given the high entry hurdles and Toyota's considerable market position, we can confidently state that new entrants pose a moderate to low threat to Toyota (mix, 2021).
- Threat of New Entrants INDIA (HIGH):** All major automakers face competition from new competitors who enter the market to replace them. The recent launch of TATA nano represents a huge challenge to Toyota and other automakers. Because TATA Nano is the world's cheapest automobile and TATA Nano and Peugeot worked together to build that car, Toyota needs to come up with a strategy that will help them reach the world's middle to lower middle class (ESSAYSMARKETING, 2021).
- Customers' bargaining power UK (MEDIUM):** Customers in the 4-Wheeler market have moderate to high bargaining power, and the emergence of substitutes like two-wheelers and electric cars has pushed the organisation to lower prices and adopt more sustainable practises, with so many options and rivals, clients' negotiating power grows daily. Customers' bargaining power is limited because there are no cheaper options in the premium class due to the industry's fixed everyday costs. Toyota recognises this and ensures that it targets a certain demographic and meets specific needs. (embapro, 2021).
- Customers' bargaining power INDIA(HIGH):** Customers bargaining strength varies by location. Customers in Europe have exceptional bargaining power due to competition and purchasing power. However, in INDIA, consumers are limited in choice and producers demand a premium (Mukherjee, 2022).
- Threat of substitute Products/Services UK (MEDIUM):** In wealthy countries like America or Europe, Toyota faces a strong danger because other vehicle manufacturers offer various deals, like Citroen, which sells most of its cars with no deposit and no interest for up to three

years. Due to the global economic crisis, people are more interested in saving money (essay, 2020).

- **Threat of substitute Products/Services INDIA (HIGH):** India is a diverse country with millions of individual choices and personal perspectives, The people of India highly rely on and mileage and emotional bonds. Holding the nametag as “LOCAL” companies like Maruti and TATA moto Corp always are on the top spot to grasp the chance of public eye (Nishanth, 2022).
- **Bargaining Power of Suppliers UK(MEDIUM):** The industry's suppliers have little bargaining strength, as the world's second-largest car maker, Toyota, must deal with multiple vendors to obtain automobile components. Toyota has merged some vendors into the corporation, but still engages with several 3rd party vendors. Given that Toyota is the second largest automobile manufacturer, vendors normally do not negotiate a difficult bargain, but they must give the raw material to ensure that the product quality is consistent. The parts are of same quality. Toyota's supply chain is crucial to every manufacturing industry, thus supplier negotiating strength is moderate (essay, 2020).
- **Bargaining Power of Suppliers INDIA (MEDIUM):** Toyota buys 60-85% of its parts from the local market. Sourcing parts locally will help the organisation avoid paying extra import duties. The overall cost to buyers is reduced as a result of this. But Toyota says it will first assess the procedure and then the product's quality. In the end, lower tax was only a bonus. So, the final conclusion after weighing all factors is unknown at this point (teamgaadiwaadi, 2019).
- **Rivalry Among competitors UK (HIGH):** Toyota has lost its position as the world's most attractive and largest automobile manufacturer due to the global financial crisis and recalls. Concerned about its standing in the eco-friendly and compact car market. TMC's innovations will be comparable to GM, Honda, and other European manufacturers. Toyota must invest in R&D to maintain its position. In August 2010, Toyota had a 14.9% market share among automakers. With a 17.8% market share in 2009, we can plainly see that recalls reduce sales. GM has a market share of 18.6%. Ford has a 15.8% market share. Honda has a 10.6% market share. As shown in the graphs below, Toyota needs more tactics to raise its market share and solidify its position (Marketingsummary, 2021).
- **Rivalry Among competitors INDIA (HIGH):** Due to mega firms like TATA, MARUTI it always in the game to compete, falling for lower product cost people tend to switch brands quickly. Moreover, with the concept of “MAKE IN INDIA” these firms are benefiting quite high demand in public (reliance, 2022).

Conclusion: Considering all above factors Toyota Motor Corp needs to attach with public emotionally in INDIA like TATA and MARUTI. Fact that Indians tend to buy fuel efficient cars rather luxury cars its always a tough game in the market to produce vehicles with low price. On the other hand, in Toyota has touched major factors in Medium expect the rivalry where Brits easily go over the trend than any other public in the world.

SWOT Analysis

SWOT analysis helps you identify internal and external strengths, weaknesses, opportunities, and threats that impact present and future operations and help you create goals. We would be able to analyse them in both UK and India (Schooley, 2021).



Source: (Ridall, 2021)

Strengths UK & INDIA

Toyota is a multinational company with a significant international presence in 170 countries. The company's financial side is solid, with a turnover of £131,511 million in 1997 and a growth rate of 29.3%. Toyota has a significant brand recognition because to its high quality, eco-friendly product. Toyota has effectively entered the world's major markets, including the UK, INDIA, and the Middle East (Jolly, 2021).

WEAKNESS UK & INDIA

Toyota UK has a wide range of high-quality items. In places where the corporation has a monopoly or less competition, this reduces sales. Heavy taxes also hurt the firm. Toyota is a foreign corporation in the UK, hence it pays more tax than UK based companies. The current economic and legislative climate has made the UK less attractive for investment, according to Toyota UK management. Toyota's investment in the UK is affected by the strength of the pound vs the Euro. Toyota is currently looking for an exchange rate solution to trade in the UK and make a profit. Toyota doubts that workplace parking fees will change drivers' behaviour, affecting sales. On the other hand, high priced product cost is weakness in INDIA for Toyota (studymoose, 2021).

Opportunity in UK & INDIA

Toyota UK may be able to obtain cheaper labour from Japan if the UK economy and labour market are abused. This allows for increased sales. The company can yet expand. Despite the fact that the country has numerous automotive manufacturing businesses, the company can expand in the UK because it has its own unique brands. The company can also list on the (UK) foreign stock exchange, thus going offshore. The fact that the UK has a long history of high-quality car production is an advantage. Toyota UK can develop new production techniques and increase the quality of its products. Toyota can also mass-produce The UK has a larger market, and while competition exists, the population issue cannot be ignored. Toyota can operate in the UK since the population is large and the automobile sales firms are few (Umang, 2022). EV vehicles and the build quality of Toyota can be replicated in INDIA.

Threats in UK & INDIA

Honda and other German automakers compete fiercely with Toyota. In today's worldwide market, intensive marketing campaigns are increasing, putting more pressure on Toyota. Because the US dollar's position is stable, exchange rates impact the company's profit and loss. Toyota has been hammered hard by the global crisis that began over two years ago, as car sales have plummeted. The market trend is changing, for example, huge families and enormous cars are becoming obsolete. The constant rise in fuel prices has also impacted Toyota's car sales (ukessays, 2021).

Segmentation, Targeting, Positioning.

Segmentation in INDIA and UK

Gender, age, education, income, and ethnicity are all segmented. Toyota, a world leader in the vehicle industry, focused on poor, middle, and upper-class people in society. Their target market consists of many customer groups and product models. They mainly produce Aygo, Yaris, and Auris for the lower income groups in a country. The Parado and C-HR models target the country's middle class earners. Toyota's sport cars like the GT86 and Altus target the wealthy. Toyota's main segmentation tactics are based on different social income groups. However, as a market leader, Toyota has the ability to shift from one field to another (WRITER, 2022).

Target market in INDIA and UK

As a pioneer and leader in the automobile industry, Toyota has a duty to help everyone in the world. But when you have a common goal, focus on the parts of the market that are very profitable and effective, and cut back on or get rid of the parts that aren't. We need to think about when and who are important things to think about in the people we want. attractiveness and compatibility with the company are the two most important things to think about when you're looking for someone to hire (ukessays, 2021).

Positioning in INDIA and UK

In both the UK and India, in order to market a product, it must be different from its competitors. Toyota will launch a long-lasting, durable, power built that will appeal to a wide range of people and markets. The start-up will break down technical barriers to good priced and give the best consumer option that's out there. The company will keep and grow its lead in the market by focusing on the new designs and making sure the investment pays off. Each Toyota product has its own set of features because of new technology. Other than vacuum cleaners, many technologies are used. Thus Toyota has made its products more powerful and better-looking, which makes it stand out from its competitors.

Marketing Mix in UK and INDIA

The Seven Ps of Marketing is a simple framework that any organisation or manager may use to organise marketing activities and strategies. It's useful since it forces you to analyse the connections between each section. There were originally four: product, price and place. People, methods, and physical proof were added throughout time as marketers became more aware and businesses transformed. For each of these sectors, this page examines key issues to consider when designing marketing activities (hanlon, 2022).



(skillsyouneed, 2021)

Product

Toyota's product mix includes SUVs, premium sedans, muv and more. This improves lifestyle and performance as a social status symbol. Toyota developed around 80 luxury automobiles and 15 muv. Customers can choose from a wide range of models in the UK. However, just 20 Toyota models are accessible in India. The Toyota customers are looking for additional products and services. Despite its higher prices, Toyota has developed from low to high level to cover the needs of both populations. (Harry, 2019)

Price

If you want to get high-quality products and services from Toyota, you'll have to pay for them. Customers in the United Kingdom are willing and happy to pay more for high-quality Toyota products because they enjoy them so much. Toyota makes cars with a lot of technology for people who are rich in the United Kingdom. In the UK, they have about 7% of the market share. Toyota is now charging a lot more for their high-quality goods and services because they are worth it. Also, when they first came into the Indian market, they cut or lowered the price of the smaller models to make them more affordable. Toyota came into the market with the Toyota Crysta Series, which starts at 38.88 lakhs Indian rupees (Cardekho, 2021).

Place

Toyota has a global sales network of over 140 countries. Toyota does not appoint automotive distributors in markets like the UK, and they directly establish or partner with showroom dealers to sell their automobiles directly to customers. But like in the UK, Toyota has partnered with the dealer in India. Toyota has 150 dealers in the UK and 21 in India. They also operate a factory in Karnataka, India. (Anurag, 2020).

Promotion

In UK Toyota uses salespeople to directly pitch products to potential customers. The corporation also advertises on TV, newspapers, and websites. The company also uses public relations to market its products, such as the Toyota Together Green environmental campaign and the Meal Per Hour food donation programme. These PR efforts help Toyota build a positive brand image. Conversely, rare sales promotions are used through exclusive bargains. It also uses direct selling for corporate clients. This element of Toyota's marketing mix shows that the corporation has a thorough marketing plan (Christine, 2019). In India Toyota has Bollywood actor Ayushman Khuranna as brand ambassador who is known as versatile actor in Indian Film industry (carandbike, 2020).

People

The marketing mix includes people who are directly or indirectly active in the business side of the organisation. Toyota has a large workforce which helps them develop and implement strategies to achieve their goals, for example, Toyota's marketing and design teams are incredibly effective. Toyota employs 9000 employees in the UK and 5650 in India (toyotaglobal, 2022).

Process

Process is the process or flow of diverse actions that occur when a firm interacts with a consumer. It is also the process of providing goods or services to customers. Toyota has highly motivated personnel efficiently deliver their items to customers around 80% of Toyota sales come from offline sources like dealerships. Toyota effectively manages the process mix, which helps them improve service quality in every area where they do business (Simon, 2019).

Physical evidence

It is also known as the company's physical presence in the market. Toyota has 153 automobile shops and 4500 employees in the UK. Moreover, Toyota has a physical presence in Karnataka, India, since 2007. Moreover, Toyota has 853 automobile dealers in India, distributed over various states (carwale, 2022).

Market Entry Methods UK and INDIA

It is called "Market Entry Methods" when the company thinks about how to get its products and services into the market it wants to be in. There are a lot of ways to get into a new market, like exporting, licencing, joint ventures, franchising, and many more. Franchising has been used by Toyota to get into the United Kingdom and India. To get into the market, Toyota has chosen to franchise. This way, Toyota doesn't have to take on a lot of risk. Toyota made and sold cars only in Japan at first. They did this to make sure the cars were high-quality and to keep customers' faith in the brand. In the second stage, Toyota changed its manufacturing model to make cars where the market is. This was done because there was a lot of demand for cars in other countries, there was a chance for tax breaks, and shipping costs were high. Because of the high volume of sales, this model has worked well in well-established mass markets like North America and Europe (kazuo, 2021).

Directional Development Strategy

The game plan a company chooses and then follows is called "directional strategy." This is how a company grows its business, makes more money, and meets its goals and objectives. Small

businesses to big corporations can make their own types of directional strategies that work for them. These strategies can be based on the focus and scope of each business (UWTSD, 2022).

Ansoff Matrix

In business, companies use the Ansoff Matrix, which is also called the Product/Market Expansion Grid. It helps them think about how to grow and how to make sure that they do that. There are four strategies that can be used to help a business grow, and the matrix also looks at how risky each one is (Ajay, 2020).



Source: (Ajay, 2020)

Market penteration

Best suited for emerging and developing countries, this market penetration strategy but in this situation, the car market is already established, and growth would facilitate penetration. As a well-known brand in the car sector, Toyota's risk of entering the market is low. Fearing reprisal from competing automobile makers, management may opt for a retention strategy. Toyota will be required to increase both product quality and service standards, backed by promotional spend, given the high expenses associated with adopting this specific plan. Shareholders and employees may be wary if such a risky tactic fails. As a result of the failed initiative and lost profits, stockholders would lose value in their shares, and employees could lose jobs. In order to have a foothold in the market, Toyota must have a vast product variety that covers all segments. A tiny car market targeted at young people is the most likely target for this strategy (Anon., 2022).

Market development

The Ansoff growth matrix's second strategy is to offer the company's existing products to a new potential market. The company organisation uses this method after determining the new market's needs. This helps them decide which company items to launch in the new market. So Toyota gained large market share in several countries using this method Before entering a new market, the company studies the external environment, market segmentation, size, competition, and distribution. Like in the UK and India, they entered with existing products and services and acquired market share (Mishra, 2020).

Product Development

Product development is a strategy that allows a corporation to introduce new products and services to an existing market. The company's new product may be a variation of previous products. The

corporate organisation can only achieve this after thoroughly knowing the market's wants (Nishanth, 2022). The ability of the corporate organisation to drive new items as innovations is also assessed. This helps businesses obtain a big market share while attracting new customers.

Diversification

This strategy is the riskiest of the growth matrix strategies, it is called the riskiest strategy. However, the business doesn't use this strategy very often. Most of the time, start-up companies use these ideas in an indirect way when they start selling their products in a new place or market (businesses, 2021).

Conclusion

With regard to the business's worldwide marketing operations, this research has correctly evaluated numerous elements and influences. This paper examines TOYOTA's marketing strategy in the Indian and UK luxury car markets. This report begins by providing a background summary of the business aims and objectives. This research then studies external environmental issues that may impact TOYOTA's business operations in the Indian and UK luxury automobile markets. The luxury car market's competitive and potential business marketplaces have been evaluated using Porter's 5 forces as an analysis methodology. This research examines its competitive appropriateness in the desired market using SWOT analysis methods. STP was used to target appropriate customer groups for TOYOTA's market entry strategy in the UK and India. This evaluation also provides a marketing mix strategy framework for accessing the luxury car market in India and the UK. Ansoff Matrix has been essential in developing market entry strategy for TOYOTA in India in the UK economy. Developing a market entry plan for TOYOTA in India in the UK economy was key.

In comparison to the global brand image of TOYOTA, their exposure in digital media is limited. They pay little attention to their social media presence. Social media is a powerful tool for global brand marketing. Before pursuing these markets, the organisation should increase its social media visibility to build brand awareness among possible target customers. This method can dramatically increase short-term sales while laying a strong foundation for long-term survival and market operations. Social media is a powerful instrument for promoting a global brand among groups and target audiences (Saleem et al., 2018). For the most part, this is because the number of financially savvy millennials is growing. Thus, social media platforms may be an effective technique for growing sales and awareness in India and the UK. TOYOTA should also focus on raising awareness about environmental damage caused by human encroachment. Automobiles are the most polluting and emitting sectors in the future (globaltoyota, 2021). To correspond with the signals of the near future, they should also focus on sustainable development. It is suggested that the corporation produce electric cars, a growing market demand. Developing a marketable electric car can help TOYOTA dominate the automobile sector in both economies for a long period. Despite the fact that both economies provide prospective commercial prospects, a strategic strategy is required to effectively enter the market.

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