

International Marketing

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1. Introduction

Today business activities are not confined in one country. Any growing and world standard company is trying to penetrate the global market. By accessing to the global market, a company can liberalize its business philosophy. By going to the foreign market any company may gain profit more than staying at the domestic market. Yet some issues and obstacles are there to realize and analyse. The factors can be analysed by different mechanisms. Through these analysis, international marketing is realized in a practical environment where these influencing factors exist. International marketing is the way of selling and buying of goods and services among different countries' market by the traders of those countries. Every matter related to international marketing is planned and executed by all multinational parties in the marketing process (Ghauri et al., 2016). All the activities such as pricing, distributing and promoting the goods and service are done by the parties from various nations involving the marketing process. In global marketing, some other conceptions are related which are required to be discussed.

An international company does business across the world. Those companies have to face different issues and the environment. Through these factors and environment, these companies are earning profit and business position in the business arena. Toyota is a world-wide known automobile company based in Japan and has business strategies in different countries, for instance in the United Kingdom. Such company can allow us to research and analyse the environmental factors influencing international marketing (Samiee et al., 2015). There are many internal and external issues in Toyota's global business environment that are related to international marketing. In order to know about those factors and issues, Toyota can play a great role. So, both operations of Toyota are taken for analysing international marketing behaviours and pattern.

2. Background introduction of the company

Operation in the United Kingdom: Toyota has started its manufacturing in the United Kingdom since 1989. Two manufacturing plants are doing business in the United Kingdom currently. The investment of United Kingdom's manufacturing facilities is about £2.75 billion and 3000 (approx.) employees are playing role in the business of United Kingdom for Toyota. In there, motor vehicle plant of Toyota is located at Burnaston in Derbyshire and the second most important engine is manufactured at Deeside in North Wales. These facilities in United Kingdom from Toyota ease the standard of living in the United Kingdom. The United Kingdom manufacturing plants play a great economic role in the country as well (Annual reports, 2018).

Operation in Japan: Toyota is a Japanese motor company founded in 1933 by Kiichiro. The company's first product is called "Type A" engine and first passenger Car is called AA. Currently, the company has about 522 subsidiaries along with some in Japan. The company's head office is in Toyota City, Aichi and in Tokyo. Along with motor service, Toyota also gives financial service to its customer by its department named Toyota financial service.

Competitors of Toyota UK and Toyota Japan: There are many competitors doing business in the industry like Toyota UK and Toyota Japan serving. These competitors are ensuring some opportunities and some threats to Toyota. Key competitors for Toyota are from different countries. These competitors like Mercedes Benz, Bayerische Motoren Werke (BMW), Ford, Honda, Nissan, Audi, Tesla, Maruti Suzuki, Volkswagen, Porsche, Hyundai, etc., determine the business movement of Toyota in the United Kingdom.

3. The Macro Environment

PESTEL Analysis

The macro environment is actually associated with the external issues mattering in the business environment. In order to generate a strategy view, it is necessary to analyse the current business environment in the PESTEL framework (Samiee et al., 2015). Therefore, opportunities and threats for Toyota in the United Kingdom and in Japan will be presented. For instance, political issues may be favourable in Japan but in the same way in the UK due to the current chaos in their political decisions, for example, the most recent and trending debates are around *Brexit* policy. Economic and social factors in both Japan and United Kingdom are highly favourable for the auto industry as these are already stabilized for some time ago. The technological environment is of great importance for such industry due to the its development in a technical field. Hence, such technological factors may be more favourable in Japan than in the UK because of the high investment and advances in technology constantly in the original country. On the other hand, legal system is one of the most important factors whenever it is markets and duties talking about. These legal factors may be more favourable in the UK than in Japan in sense of benefits. In sense of ecological factors, these are almost equal in both UK and Japan. Overall, PESTEL analysis will be useful for Toyota to study the macro environment in the UK in comparison with Japan.

Political: When there is a demand for Toyota vehicles, the company should expand its industry and move to the countries where most demanded is. But it should take into account the political parties that play a role when wondering to push forward (Kotler et al., 2018). Toyota began manufacturing in the UK in 1992 and during that time, European market was almost as a one. Thus, Toyota had a bigger market to offer and sale its vehicles while political issues in the UK were stable and demands were increasing in order to encourage Toyota to invest. However, currently there are several factors among which is the Brexit issue that has a great influence on the market of every company but especially on the foreign ones such as the Japanese-based Toyota. On the other hand, Toyota as originally from Japan, will always has more stability in sense of expansion in its own country. Moreover, political issues, political parties' agenda, government style,

international relationships, geo policy, etc. can have some influencing factors for Toyota that could be managed.

Economic: Economic factors like monetary policies, budgetary policy, inflation rate and the exchange rate are also playing a great role in the marketing environment globally. Toyota in the UK is enduring such economic policies in the marketing environment (Parsons et. al, 2017). Any positive impacts from the factors will affect the profitability, directly. For instance, the great economic stability in the UK helps the company to grow easily and improve revenues. Toyota in Japan is also affected by the budgetary plan of government, economic growth, inflation rate and money supply and so on. These can influence Toyota in positively or negatively. However, Toyota has the opportunity to improve its exports whenever there are weaknesses in Japan.

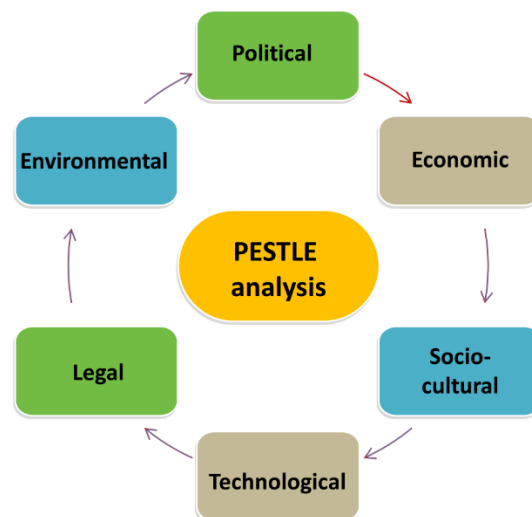


Figure 1: PESTLE Analysis (Samiee et al., 2015)

Social: The sociocultural external factors in the company are related to people of any society and country. The taste, income level, education, gender, age and so on are the influencing factors on the business for Toyota in UK (De Mooji et al., 2018). The company has the opportunity to demonstrate its eco-friendly interest, innovative products such as hybrid cars and thus, satisfy customer's demand. On the other hand, it also has to take into account the middle-class customers. The attitude and reliability of the customer toward Toyota's products are increasing the sale volume of Toyota in the UK and middle-

class are the main source of customers in there. Hence, it has to provide satisfying quality-price products.

The most ethical issue toward the customer by Toyota is the recall of slightly defect products and repair of the products at free cost. This is a social aspect of Toyota in UK which impacts the company positively. On the other hand, Japanese people's disposable income, expenditure behaviour, attitudes, motivations, belief and so on are affecting positively Toyota in sense of sales and production.

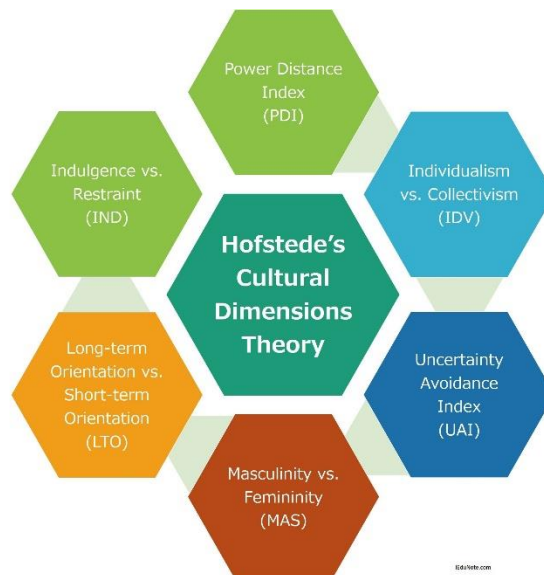


Figure 2: Hofstede's cultural dimensions (Kotler et al., 2018)

Technological: It is the most influencing factor for companies like Toyota. The factors in the environment are changing the world so fast (Kotler et al., 2018). Toyota is the first automotive company to launch a hydrogen car. Therefore, it is crucial the focus on the research and development departments as innovation is critical for this industry. Toyota is the top green automobile manufacturer in the world, launching hybrid cars, so it is continuously making modifications and offering solutions to always differ from the rest. In addition, Toyota must continuously maintain the best of the employees and train them while working in the business process as changing technology and methodologies requires more skilled and technically advanced employees. Thus, Toyota uses functional flexibility and numerical flexibility in the business process. It is impossible for the company

to not follow this philosophy, especially in such a developed country like UK where technology is easily available and educated workforce is also ready to add an advantage.

In the case of Japan, Toyota is advancing faster and doing it well, in order to progress by itself technologically and innovate as much as possible to offer new and modified design of motor cars in its locations abroad. Technology in these innovations is more appealing for the customers domestically and internationally for marketing produced innovative products. In addition, Toyota has the possibility from there to improve its e-commerce capabilities and mobile technology trend to increase customer engagement, but also has to invest in a technological security measures for cybercrimes.

Ecological: This aspect of macro environment analysis is related to the natural and physical environment of business firm like Toyota UK. The factors remind the employee and the customer about environment-friendly technology and fuel in the motor industry (Samiee et al., 2015). Toyota UK is practicing reward initiative for encouraging reduced energy usage. The company also do vast investment in the R&D sector and it is one of the eco-friendliest companies developing continuously different motors including hybrid and electric motor vehicles. Toyota Japan is also innovating eco-friendly vehicles by different names. The company is encouraging fuel-efficient and comfortable design maker to act innovating device in the production process. Lean production process is such ecological friendly method in Toyota Japan as well.

Legal: A legal environment impacts the business and strategies of Toyota UK's products. Current regulations, future regulations, legal body, parliament and legal policies are some of the factors that affect the company in the UK. To maintain the legal environment, Toyota UK is using different policies on sexual harassment and pay. Toyota UK devises code of conduct so that the employees can abide by the legal environment in doing business (Lind, 2013). Legal system in Japan applies a boundary for Toyota to do business in a legal way. Different legal policies of Japan, parliament, legal motto and different disciplinary rules and regulations are such boundary to do business in Japan as like in UK. But Toyota has the opportunity to provide innovation in its manufacturing process and quality in order to satisfy or exceed requirements in sense of environmental laws.

Critical analysis of the model (advantages and Disadvantages of the macro environment)

External factors of the macro environment of the motor industry Toyota have been easily identified in the PESTEL analysis. By doing so, the company has the ability to prevent or reduce some impacts that affect its business. Moreover, by undertaking PESTEL analysis, there are several advantages profitable for the company. For instance, this framework helps using Toyota cross-functional skills. New opportunities and threats can be also exploiting if the mechanism helps the company to identify them. This also helps to evaluate the implication of the new marketing in both native country and foreign country. The company can be able to improve its image in the international marketing. On the other hand, PESTEL analysis of can have some disadvantages. The analysis can be dropped in paralysis of analysis where the company can forget the actual objectives of the analysis. The analysis should be conducted continuously to be effective, but Toyota may not invest in this analysis constantly due to the cost and time required. Moreover, the decisions drawn from that analysis may lead to subjective judgment that will question the decisions.

4. Porter's Five Forces Model

Porter's five forces model Analysis of Toyota

It is a useful framework for a multinational company like Toyota where the attractiveness of the industry or the firm is measured as to profitability. In this model three forces come from the horizontal competition nature of Toyota which are the threat of substitute products, the threat established from competitors and the threat from the new entrants (Javalgi and La Toya, 2018). Besides, the remaining two forces as per porter's model come from the vertical linkage. The forces are the bargaining power of the buyers and the bargaining power of suppliers. Analysis of the five forces for Toyota is presented below.

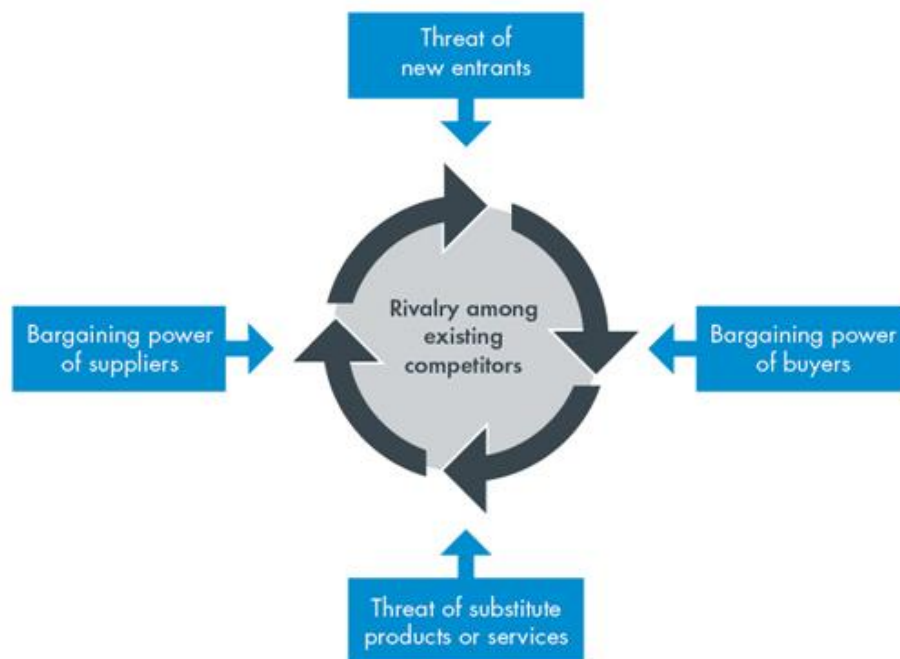


Figure 3: Porter's five forces model (Skarmeas et al., 2016)

The threat of new entrants: Any profitable company like Toyota attracts newcomer in the industry. Any new entrant in the motor industry as Toyota in the UK will decrease overall profit level of the industry. So, the incumbents in the industry should create barriers in the way of entrance by new entrants (Parsons et al, 2017). As Toyota is an incumbent in the motor industry, it has some entry barriers that are significant, such as the high capital requirement in the capital structure, adoption of government policies, high costs of growing a new brand name. Products diversity and customer loyalty are also a unique

barrier and weaken the effects of new entrants on Toyota. Here, threats of new entrants may be weak for both countries, UK and Japan, as motor industry requires high fixed capital and high total capital for entering in the industry. Nevertheless, governments usually protect the markets in their country by entering high import taxes. Therefore, Toyota in Japan will concern less about this force than in UK.

Threats of substitutes: In the business there are products and services that offer the same nature of need (Ghauri et al., 2016). In that sense the substitute products can make a threat, especially the ones from the attractive competitors like Tesla or Honda for the company like Toyota. The threat of substitute products in both UK and Japan may be affective as the existing competitors in this industry are producing almost same utility satisfying products (Skarmeas et al., 2016). Yet substitute products are more in the exactly demand satisfying industry. There are alternative types of transportation as well, that may be substitutes for Toyota's products. However, these cannot always offer the same service, even though their cost is often less and sometimes eco-friendlier. In this sense, it depends on the political situation of the country at the moment that can influence on the encourage of using public transport or encourage automotive industries for the manufacturing of innovative, environmentally favourable vehicles. Both UK and Japan work strong on this aspect, so Toyota in the UK as well as in Japan may experience moderate force in this sense due to the presence of many alternatives.

Rivalry among established competitors: Though it is a matter for the competitors to protect the potential entrants, the competitors also protect themselves from the competitiveness (Javalgi and La Toya, 2018). Toyota in the UK does not have much more such rivalry potentials as it has competitive advantages through innovation, high advertise cost and powerful competition minimizing strategy. Here, rivalry among the competitors in both UK and Japan may be moderate because each company in this industry is trying to get the same pie proportion. In addition, customers often are loyal to their brands. Main competitor in the existing market may be other innovative motor corporations that are also trying to launch eco-friendly projects and products similar to those of Toyota (hybrid cars, for example). Such competitors developing products in this field are Tesla, Volkswagen

or Hyundai, even though there are still increasing the brands trying to compete with the same idea.

Bargaining power of buyers: Motor product customers are generally the rich section of society and commercial group of customers. So, they are more price change sensitive and their decision in most of the cases depends on the cost of the vehicle (Parsons et al, 2017). The level of bargaining power of the Toyota's customer will be stronger if there are more choices for buying their products and the level will be lower, if there less choice for buying. The customer of Toyota can find different sellers like Tesla, Hyundai, Nissan, BMW, etc. so their bargaining power may be volatile. Here, the bargaining power of customer in both the UK and Japan will be low due to almost same price structure in this industry. But Cost Leadership Company may have less bargaining power from the customer.

Bargaining power of suppliers: The power of suppliers of Toyota in the UK will be more, if there are more buyers of the suppliers' products and the power will be lower, if the suppliers are more than the industry incumbents (Gillespie, 2015). The power may also be affected by the factors like suppliers' switching cost, strength of distribution channel, presence of labour union, etc. Toyota may face such kind of influences by the suppliers. Here, bargaining power of suppliers in both the UK and Japan in this industry will be high as the input products producing companies are required to launch more capital. Moreover, there is a large number of suppliers and materials used in the industry are accessible easily.

From the analysis of the five forces, Toyota can identify the effects of the external environment as factors that can influence in its industry. There can be found challenges to work on them. In both UK and Japan, the company will be able to identify the attractive market and know about the competitive level of the global market where they are doing business (Lind, 2013). Moreover, negative factors from the external environment also can help the company to manage and overcome them in order to remain being one of the top companies in the automotive industry at home and abroad.

With the porter's five forces analysis it can be shown the intensity of the forces, strong or weak, on which Toyota can focus more or less in UK and Japan. It is an attractive analysis

for any international company that wonder to know the concerns for its industry in a particular market. In this case, Toyota is obligated to ensure competitive advantages to overcome the strong force of the competition.

Threat of new entrants can be less significant in both Japan and UK, due to some barriers that weak the effects while rivalry among competitors denotes fierce competition among exiting competitors of both UK and Japan Toyota. The alternative services such as public transportation is available and highly advanced in both countries, so a moderate threat obligates Toyota in both countries to keep innovate in products. A strong force or bargaining of buyers in both the UK and Japan is forcing power to keep price justifiable for the buyer and satisfy customer's preferences, but bargaining power of supplier in both UK and Japan is a tool for keeping input price fair.

5. SWOT analysis of Toyota

SWOT analysis stands for Strength, Opportunity, Weakness and Threat analysis. There are different weaknesses and threats from the embracing of different competitive forces and the environment. Yet taking this threats and weaknesses render some opportunities which in turn makes strengths value for the firm analysed (Javalgi and La Toya, 2018). If we analyse the internal and external environment of Toyota, we can find some such kinds of strengths, opportunities, weaknesses and threats.

Strengths: Strengths rendering factors for Toyota in the UK are mainly the internal strategic factors which allow the company to take a place in the global business share (Keegan and Green, 2011). The strengths of Toyota in the UK are serving the company as a global supplier for the automotive products. The basic strengths of Toyota come from non-parallel brand value and business along with worldwide and innovative features of the internal environment of Toyota. Toyota's brand name has a worldwide value that is why the innovation for honouring the worldwide demand is also considering factors of the internal strategic factors of Toyota. Strengths are the core unique features of a project or a business firm like Toyota in the UK and Japan.

Weakness: Weakness for Toyota means the obstacles in the way of growth. Though strengths pave the way of growth for the company, the weakness is the growths destructing features of Toyota in the UK. The weakness has to be converted into strengths by taking the right steps. Here, the main weakness for Toyota managing structure in both the **UK and Japan** is hierarchical, returning defective products from the customer and secret nature in the organizational behaviour (Ghauri et al., 2016). Hierarchical managing style hampers the flexibilities of management decision of Toyota in both **UK and Japan** while secrecy in the business nature consumes time. Besides, the recall products are increasing recently, which also lower the efficiency of the production process of Toyota in both **UK and Japan**. In addition, in UK Toyota may have less market share in comparison with UK home motor corporation such as Land Rover.



Figure 4: SWOT Analysis (Skarmeas et al., 2016)

Opportunities: Opportunities for any multinational company like Toyota are those external factors that generate facilities for Toyota in increasing sells for increasing profitability (Vellas, 2016). The factors from the external environment that can be used as the improvement of the business for both **UK and Japan** are increasing the market share, in cases demand in fuel-efficient vehicles, upping interest in the advanced electronics and weakening currency value. The increasing demand for advanced and fuel-efficient motors are increasing the market share in the global market so that Toyota can be able to gain a foreign currency incentive.

Threats: The element of SWOT analysis in the case of Toyota denotes basically a competitive aspect of the motor industry (Gillespie, 2015). The company is facing competitive pressures from the other players in this industry. Here, for both UK and Japan the threats from the competitive environment reduce the performance of Toyota. These threats are coming from the rapid growing nature of innovation in the competitors' business process and increasing number of cost leaders in motor industry. Different competitors like GM, Honda, and Ford and so on are increasing their innovative power that is why producing variant types and low costing products in the competitive market.

The analysis of SWOT of Toyota for both **UK and Japan** identify some factors and issues to be maintaining aspects and some factors to be improved as to compete in the competitive nature of Toyota staying. These identified factors will help Toyota to go forward in the global market smoothly (Parsons et al., 2017).

Objectives - goal in the different countries: There are objectives of SWOT analysis of international marketing as like others. To increase trade in the global arena and keep all the products available globally is the main objective while integrating individual countries' economy as a whole (Keegan and Green, 2011). Exchanging cultural motives and trade relationship worldwide as well as establishing peace through international trade are also objectives. The decreasing gap between developing and developed countries by assisting development in a helping way along with proper management of global resources is another objective of international marketing for SWOT analysis. Overall, maintaining free and fair trade in the trading business.

Product Life Cycle Model: this is a model representing different stages of products that are to be borne by-products in its full life span (Samiee et al., 2015). Innovating, growing, maturing and declining are stages of this model. In these stages, there are many threats, opportunities, strengths and weaknesses. Toyota has to overcome these threats by exploiting opportunities from the external environment. Besides, it has to turn a weakness into strength at different stages. For example, there are many opportunities to grow in the mass market by growing products in the international market. A company like Toyota should exploit these opportunities by using its strengths of internal environment. It is an innovative and advanced corporation offering environmentally favourable products that is a trend currently in Europe and in the world as a whole.

6. Marketing Strategy

Definition: Marketing strategy can be referred to the combination of techniques and policies through which the company shares a good message to the potential customers and achieves the stated goals and objectives of the company by attracting the potential customers and engage them to their business (Skarmeas et al., 2016).

Segmentation-targeting-positioning model analysis of Toyota

In marketing strategy, Toyota use the model of segmentation-targeting-positioning. In the segmentation Toyota UK divides the whole market within some segments based on some customer groups who have different characteristics, need and behaviours (Gillespie, 2015). The segmentation of Toyota United Kingdom is basically done by considering some **geographic, demographic and psychographic factors** (Keegan and Green, 2011).

Geographic factors: Different geographic factors like weather, climate, transportation system, communication system, electric facilities and so on can favour business or harm business of Toyota in the United Kingdom and Japan. So, the segmentation will have to the basis on these factors.

Demographic factors: different demographic factor like age, sex, seniority and many other factors are influencing issues in the marketing strategy. Different business opportunities in different demographic situation can emerge. So, the segmentation should base on these factors in case of marketing strategy.

Psychographic factors: segmentation from these factors is also considering one for the motor industry. Different factors like consumer buying behaviour, perception, belief, and attitude are the basis for this type of segmentation.

These factors are presenting customer profile and understanding of the customer group. The targeting of consumer and customer group from the segmentation of the customer group is allowing some group that can be more profitable by the company like Toyota.

In this stage Toyota United Kingdom analyses attractiveness and viability of the customer group as profitable ones. Target customer can be more profitable than random one for

the Company like Toyota. After targeting the customer group to be offered, position approach in the customer mind should be taken as value addition process (Ghauri et al., 2016).

In the feasibility analysis of international marketing for Toyota, planned marketing directions have to maintain the segmentation – targeting - positioning approaches in both United Kingdom and Japan. The whole feasible market is divided into some segments based on similar features in both United Kingdom and Japan, but targeting is not as like as first task. Targeting is only focusing on specific portion of the divided segments in case of the United Kingdom, but this target may be on the basis for more than segments in Case of Japan. Positioning is almost taking place in the mind of customer so that firm like Toyota in both United Kingdom and Japan can take loyal sense of customer while segmentation and targeting are not as positioning due to customers' association in positioning.

7. Marketing Mix (7Ps) Analysis of Toyota

Definition: The marketing mix is the combination of some important factors that are required to do market products smoothly (Skarmeas et al., 2016). The factors of the marketing mix are place, price, products, promotion, people, process and physical evidence. The status of these factors in Toyota's global marketing environment is discussed as follows.

Products: In international marketing there are many variants of products and services that can satisfy the different demand aspects of different customers (Vellas, 2016). In doing products innovation and design, any multinational company should consider the demanded variety, income of customer and cultural viewpoint of the customer. Toyota in the UK is considering these kinds of issues to modify and enrich the products portfolios so that it can be market leader in the United Kingdom market. Moreover, the company has launched different products that try to satisfy the UK and European regulations as well regarding the emission levels. Toyota has been ladderling as it provides eco-friendly vehicles for the country and hybrid cars are some of the examples. In addition, the corporation has made sales of over 20.000 hybrid cars for the last few years in UK. (Annual Reports, 2018). Besides, Toyota in Japan is also considering different products issues in developing and selling. As like Toyota in UK, the company gives the priority for customer in producing products features and the government requires in sense of sustainability and environment issues.

Price: Price of Toyota in the United Kingdom is consumer and customer friendly as the company introduced different product variants as to income considering price. The price of Toyota products is determined considering the factors influencing the selling of the products (Parsons et al., 2017). This gives a competitive advantage for Toyota in the United Kingdom. But this price behaviour is volatile if the demand and supply aspect of the products and parts are volatile in the UK market. There are some considerations Toyota take into account that are related to the customer income levels. For instance, people with low income levels and people that are looking for the last in trend. Thus, price skimming and market penetration are some of the strategies that Toyota uses in order to satisfy its clients in UK. On the other hand, pricing policies in Japan also consider the

consumer buying factors. Different pricing policies like premium or value-added are considering method pricing of Toyota in Japan.

Place: In the serving the produced products, Toyota tries to select such a market segment where the appropriate products can be marketed. That is why Toyota in the United Kingdom can be able to penetrate the most demanded areas. The right product in right place makes Toyota be more selling company in United Kingdom in the Motor industry. Toyota Japan can also be placed its variant of products in the different segmentations of Japan geography, demography. By introducing this, the company can enter a different market segment by licensing, franchising, wholly owning enterprise.

Promotion: Toyota has launched advanced promotional tactics in the marketing of its products in the United Kingdom. Their environment-friendly abstract is marketed by taking different advertising media such as newspaper, television and radio station in United Kingdom (Lind, 2013). To face all the new challenges, Toyota in United Kingdom devise new strategies, promotional approach, new marketing approaches and offer newly invented products in the United Kingdom. Toyota Japan also does its promotion activities by different mass media and online sources. Advertising package, personnel selling, and some other ways are used to promote its products.

People: People in the business firm are essential forces for sale advancement. Toyota is interested in developing the people working in the United Kingdom's Toyota. The company has taken different strategies for improving the skills and techniques of the people to flourish international marketing (Ghauri et al., 2016). Any decision related to international marketing is done by the management with helping the staff and managing directors. Toyota in Japan uses different motivational factors to motivate its people in the operation and trained them through different developing method to develop their skills. Like as Toyota UK, the company also use different strategy to manage the people.

Process: Different process working in the marketing strategies internationally is shown in the selling process of Toyota in United Kingdom (Keegan and Green, 2011). The company uses a lean production system that is why it is being able to produce the required production in time process (Martin, 2006). In the process for production Toyota in United Kingdom uses Lean Production System. The system requires small lots and

body parts in the production process. The inventory requirement in the system is almost lower than the mass production system which is invented by the founder of Ford Motor (Hoque, 2013). As like in UK, Toyota in Japan also handle the complaint from the customers carefully. The company takes complain as a usual process and try to resolve it in a smart and sequential way.

Physical Evidence: Evidence in a physical way helps any company to be more reflected by the customer. Toyota in United Kingdom is continuing a visible relationship with customer and the company maintains a place requirement to sell the products to sell in a physical way (Vellas, 2016). Though the arrangement for selling the products produced by the Toyota in United Kingdom are visible in physical evidence, the requirement for the internal behaviour of the company is also visible. But the scenarios require more justification for analysing the internal aspects and behaviour of the firm.

In the well-being of marketing mix, Toyota can consider the discussed factors so that it can be able to maximize the benefit from the well-being of the marketing mix practice. All the components in the mix can drive good image for Toyota if it handles them neatly.

8. Directional development Strategy

Ansoff matrix analysis of Toyota

For any corporate decision in the global firm like Toyota, it is necessary to make a decision about the market and product portfolios (Morgan et al., 2018). To analyse the market and products traded globally, there is a useful tool to take into account - a matrix named Ansoff Matrix. The matrix tells about the ways of growing in an existent market and the modification ways of the current products portfolio (Martin, 2006). The matrix has four aspects for the market and products in the global environment. These four aspects are market penetration, market development, product development and product diversification.

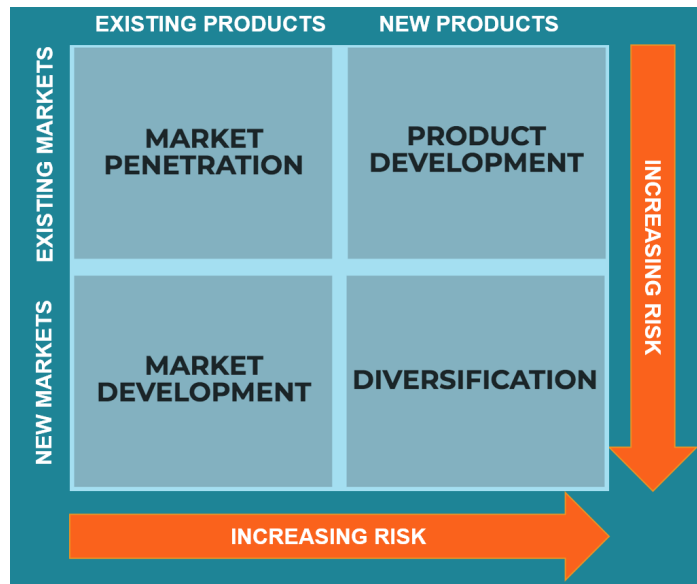


Figure 5: Ansoff Matrix Analysis (Skarmeas et al., 2016)

In sense of expansion, Toyota in both UK and Japan may use the following two strategies in order to develop and penetrate in a new market as their business operation in both countries needs to explore. Hence, these strategies will help Toyota to get a new market in the new segments.

Market penetration: When the global company like Toyota wants to promote its current product in current market, the company uses the strategy of international marketing. Increasing market share in the current marketing scope is the aim of the marketing

strategy of international firm like Toyota UK (Kotler et al., 2018). Some matters are to be considered in the increasing tactics of marketing. Current resources and current people should be used by Toyota UK for the purpose of this marketing strategy of market share increasing. Optimum usages of current materials have to be made by Toyota UK in this case.

Market development: In the strategy, Toyota is introduced to a new market with existing products. Today multinational company like Toyota is continuously thinking about the new market in different countries to exploit its opportunities (Samiee et al., 2019). As like penetration, there are also some factors to be considered. As the products are new in the created market, the management of Toyota needs to do administration expenses, advertise new production facilities cost. Strategic business unit may need to develop the market for the exiting products (Lind, 2013).

Thus, Toyota UK should be choosing the right quadrant in the Ansoff matrix - develop and modify the current market and products. When Toyota knows that the United Kingdom is the right place for marketing internationally, the company will outline the marketing strategies for promoting and advertising the invented products and services.

9. Conclusion

Overall, success in international marketing paves the way of success in the business world. No business community can bring economic well-being separately. They should work all together in a developing attitude. Free trade and no barriers are welcomed in today's business world. So, international business is also promoting international marketing. By doing progress in international marketing in an outstanding approach, any company like Toyota UK can be sufficient in monetary base. International marketing for motor products should do as customer base of these products are available in a lot of countries, especially in developed countries. The necessity of international marketing is increasing day by day due to the increasing demand in those countries.

10. Recommendations

After analysing different competitive and internal aspects of Toyota UK, some recommendations for the company are to do. In developing stage of any product for international marketing, Toyota should observe the cost structure of developing and demand aspects of the beginning customers. In growth stage, mass customers start in the market and stay for long whenever the quality and price behaviour are customer-friendly. Thus, Toyota should be aware of quality and price determination in this stage. Maturing products are to care nicely as the demand pattern of Toyota's products in this stage is decreasing. Decline stage has to maintain minimum level of sale, otherwise profitability of Toyota will be lowered due to decreasing nature of sales in this stage. Besides, Toyota should develop new market and new products for new demand and new marketing approach. If there are new opportunities for new product development, having existing marketing strategy, product development strategy should be taken by Toyota. With existing products, if there grows new demand in any different market segment, Toyota should go with the market penetration strategy of international marketing. Within existing market, with existing products, Toyota should diversify the products portfolio and the market structure. Finally, Toyota should take market development strategy if exiting product portfolio is being drawn to the new market segment even though it could be a riskier one.

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