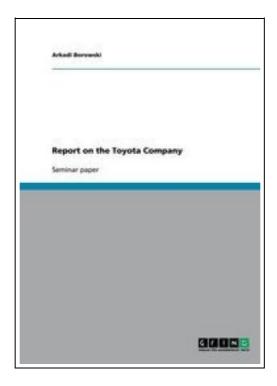
# Report on the Toyota Company



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Grin Verlag Jun 2010, 2010. Taschenbuch. Book Condition: Neu. 221x151x18 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2010 in the subject Business economics - Business Management, Corporate Governance, grade: 1.0, University of Sunderland, course: Contemporary Developments in Business and Management, language: English, abstract: 2Introduction to Report on the Toyota Company2.1Introductory Information Report on the Engel and Voelkers Company Prepared for:CEO of the Toyota CompanyPrepared by:Arkadi Borowski, registered student at the University of Sunderland, United KingdomSubject:Contemporary Developments in Business and Management of the Toyota Company Distributed:April 9th, 20102.2IntroductionThe CEO of the Toyota Company Mr. Akio Toyoda has asked me, Arkadi Borowski, to prepare a business report that addresses the internal and external influences as well as the global political changes to which the Toyota Company is subject to. To be able to present a high-quality business report, I did detailed research on the company and its business environment. The information was gathered from: the company s Annual Report 2008/2009, the official website of Toyota and internal know-how of the company. The sources and the additional professional literature are quoted in the references at the end of the document.2.3Executive SummaryThe present report deals with the analyses of the internal and external business environment, for this purpose the PESTLE analysis and the Porter's five forces model were used. It also gives a short overview of the company and the type of business it is involved in. The second part of the report is an in depth analysis of how global political changes affect Toyota's policies and decision-making. There is also an evaluation of the effectiveness of the company's response and the demonstration of areas for improvement. 24 pp. Englisch.



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