



TOYOTA VS 

MARKETING STRATEGY

MKT5106 Delivering Customer Value through Marketing

Instructor: Dr. Bulent Dumlupinar

Team 3:

Ordabayev Saniyaz 20142321

Suyundikova Aida 20112052

21.10.2014

OUTLINE

- History
 - Product and Services
 - Market and Market share
 - Strategy
 - Marketing:
 - 5 Forces
 - Marketing Mix
 - SWOT Analysis
 - Ford & Toyota Hybrid Cars
 - Conclusion
-







The 10 brands with the highest loyalty in the first quarter of 2014

Time Period: Q1 2014

Registration Type: Retail

Loyalty rate/%	
Ford	64
Mercedes-Benz	57.8
Toyota	57.8
Nissan	57.4
Chevrolet	56.4
Subaru	55.9
Honda	54
BMW	53.1
Lexus	52.6
Hyundai	51.2















