



**TOYOTA** VS 

# MARKETING STRATEGY

**MKT5106 Delivering Customer Value through Marketing**

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# 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

















