# Group

## Mentor

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## Desk Research on Global Automobile Industry



#### Introduction

- Toyota and Volkswagen are two of the world's leading automakers, each with distinct strengths.
- Toyota dominates with its fuel-efficient hybrids and reliability, while Volkswagen excels in engineering, a diverse brand portfolio, and aggressive EV expansion.
- This comparison highlights their market strategies, financials, challenges, and future trends, along with a SOWC analysis to assess their competitive positioning.

#### Market Players & Competition

#### **Toyota**

Largest automaker by volume (2023), strong in hybrid technology, competitive in fuelefficient cars.

#### Volkswagen

Global presence, aggressive EV (Electric Vehicle) expansion, strong luxury car segment (Audi, Porsche, Bentley).

#### Financial Performance (2023 Data)

**Toyota:** Revenue: \$280B | Net Profit: \$22B | Market

Cap: \$250B

Volkswagen: Revenue: \$300B | Net Profit: \$17B |

Market Cap: \$100B

#### Regulatory & Industry Regulations

**Toyota:** Adapting to global emission norms, investing in hybrid & hydrogen fuel cell technology.

Volkswagen: Complying with strict EU emission norms, post-Diesel gate reforms, accelerating EV shift.

#### **Expansion & Global Footprint**

**Toyota:** Strong presence in Asia & North America, leading in hybrid car sales.

Volkswagen: Dominates European & Chinese markets, prioritizing EV production.

#### Strategic Goals (2025-2028)

**Toyota:** 50% of sales from electrified vehicles by 2028, hydrogen tech R&D.

**Volkswagen**: 70% of European sales to be EVs by 2030, software-driven cars.

#### **Upcoming Industry Trends (Next 3 Years)**

- Increasing EV adoption & stricter emission regulations.
- Growth in autonomous driving & AI-driven mobility solutions.
- Sustainability & carbon-neutral manufacturing focus.

#### **USP**

#### **Toyota**

- Fuel Efficiency & Reliability: Known for long-lasting, fuel-efficient cars.
- **Hybrid Leadership**: Pioneer in hybrid technology (Prius, Camry, Corolla).
- Global Trust: Strong brand reputation for safety and durability.

#### Volkswagen

- Engineering & Performance: Precision in design, strong performance focus.
- **Diverse Portfolio**: Massmarket cars (VW) to premium brands (Audi, Porsche).
- Electric Mobility: Rapid transition towards EVs & software-driven vehicles.

#### **SOWC** Analysis

#### **Toyota**

- Strengths: Global leader in hybrid tech, strong brand loyalty, efficient production.
- Opportunities: Expanding EV lineup, hydrogen fuel innovation, emerging markets.
- Weaknesses: Slow in full EV transition, limited presence in luxury segments.
- Challenges: Competition from Tesla & Chinese EV brands, high R&D costs for alternative fuels.

#### Volkswagen

- Strengths: Strong European & Chinese market presence, aggressive EV investments.
- Opportunities: Digital & software integration, self-driving tech, growing premium segment.
- Weaknesses: Past Dieselgate scandal, high production costs, supply chain constraints.
- Challenges: Intense competition from Tesla & BYD, regulatory pressures on emissions.

segments.



#### **SOWC** Analysis

Toyota enjoys strengths in hybrid technology and brand loyalty, but lags in EVs. Volkswagen benefits from a strong European presence but faces Dieselgate ...



#### **Industry Giants**

Toyota and Volkswagen are leading automotive players, each with distinct strengths and strategies in a rapidly evolving industry.

### Technology-Driven Operations Management

A Comparative Study of How Technology is Shaping Logistics Operations







Global logistics leader, operates in 220+ countries, focuses on international shipping and sustainability

U.S.-based courier giant, operates in 220+ countries, known for express delivery and innovation.





#### **Technologies**

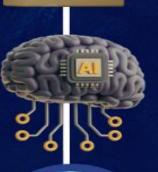


Uses Smart Warehouses with collaborative robots (cobots) for efficient sorting and packing.



Invests in automated sorting hubs and the SameDay Bot for last-mile delivery in urban areas.

Leverages AI for route optimization, risk management, and predictive maintenance.



Uses AI for dynamic pricing, fraud detection, and demand forecasting.

Employs IoT sensors for real-time tracking and temperature control of sensitive goods.



Uses IoT-enabled devices to monitor package conditions and vehicle performance.

Partners with Accenture to develop blockchain solutions for supply chain transparency.



A founding member of the Blockchain in Transport Alliance (BITA).

## Global Footprint



Strong in Europe, Asia-Pacific, and emerging markets.

Dominates the U.S. market, expanding in Asia-Pacific and Europe.

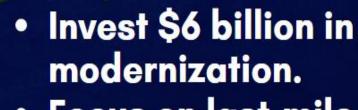


#### **Future Plans**





- Invest €2 billion in digital transformation by 2025.
- Achieve zero emissions by 2050.
- Expand e-commerce logistics network.



- Focus on last-mile delivery innovations.
- Commit to carbon-neutral operations by 2040.

#### **Global Competitors**

- FedEx
- UPS (United Parcel Service)
- Amazon Logistics
- SF Express
- Blue Dart





- UPS (United Parcel Service)
- Amazon Logistics
- SF Express



- Deliverr
- Shippo
- Flexport
- Alibaba (Cainiao Network)



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innovations.

 Commit to carbon-neutral operations by 2040.

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- DHL
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## Thank You.