

Group 7

**Mentor**

**Mr. Harshal Patil Sir**

# 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 fuel-efficient 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

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## 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:** Mass-market 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 line-up, 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.

excellence across various 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**



V/S







V/S

FedEx®



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.**



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



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



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



**FedEx®**

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

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

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

**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.



- Invest \$6 billion in modernization.
- 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



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

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



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**Thank  
You..**