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**By implementing ISO 9001 quality management system, Toyota Motor Corporation has gained competitive advantages over other market influencers to remain undefeated in total quality management and consumer satisfaction.**

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| 'This new achievement means greater opportunities for Toyota. In addition to consumer confidence in the firm's ability to uphold quality, the certification equips Toyota with better bargaining power when handling potential investors. Toyota is committed to continuous product quality and people development' **Akio Toyoda, chairman of the board of directors of Toyota Motor Corporation.**  | **Customer needs** * Demonstrate the ability to coordinate systems and processes to give preferred quality output at all levels.
* Demonstrate ability to uphold stipulated total quality management protocols for continuous innovation.
* Demonstrate alignment to international standards for increased consumer and investor faith in the business.
 | **Customer benefits** * Standardization of quality management protocols.
* Competitive advantage.
* Reinstatement of consumer confidence in Toyota's commitment to quality services.
* Increased efficiency, effectiveness, and reliability.
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| **Company background** Toyota is one of the world's largest automobiles, with a production net of about 10 million vehicles annually. It was founded in 1938 by Kiichiro Toyoda and is headquartered in Toyota City, Aichi, Japan. The company majors in designing, manufacturing, and selling all types of vehicles ranging from cars, buses, minivans, trucks, specialty cars, recreation and sports-utility vehicles. In addition, it provides financing to dealers and consumers for the lease or purchase its vehicles. **Customer Needs** 'our commitment to diversity is not just about talent or internal processes. Rather it is at the core of the organizational culture. Hence, team members must be engaged with diverse perspectives and experiences for innovative products, services and solutions that delight consumers and enrich communities. ISO 9001 certification helps us achieve these policies seamlessly, facilitating proper time management. Also, consumers are assured of the firm's capability to uphold quality by aligning to internationally approved quality standards.' **Sandra**  | **Rodgers, chief diversity officer Toyota.** 'The company is dedicated to attaining and maintaining total quality management in all its business protocols to uphold its brand reputation within the marketplace. Getting the certification is one of the key ways Toyota communicates its commitment.' **Koji Sato COO Toyota.** **Benefits** Through ISO 9001 certification, Toyota Motor Corporation has gained leverage over its competitors. Toyota Motor Corporation has made its presence in the market known. Also, it has proved to its clients that it will go to whatever length to deliver excellent quality, ensuring consumer loyalty.Secondly, the implementation of an internationally approved certification reinstates consumer confidence. ISO 9001 has enabled Toyota to be consumer-centric and develop strategies that align with the same. 'Combining ISO 9001 with other certifications has fuelled business growth (exposure to more clientele through trust-based relations) and sustainability (continuous revenue flow).' **Yumi Otsuka, a senior fellow at Toyota motor corporation**.  | 'Implementing ISO 9001 ensures that Toyota Motor Corporation upholds effectiveness, efficiency, and reliability through continuous improvement.The operations team has experienced significant benefits since they have learned what to do to attain desired results. Also, adherence to the same portrays the organization's continual efforts towards delivering exceptional yet excellent services to its consumers.' **Tatsuro Ueda, an operations officer at Toyota Motor Corporation.****BSI Role** Toyota chose to work with BSI due to its longstanding reputation as a world-class leader in service delivery. Also, the decision was influenced by the need to get Toyota's clients to respect the implemented quality management system.  |