



Toyota Niigata Auto Parts Corporation



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Company Visit to Toyota Niigata Auto Parts Corporation - Chubu
02-02-2017 (1:00 - 2:00PM)
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Toyota Domestic Parts and Accessories

In its parts and accessories business in Japan, Toyota spent nearly 20 years building a national distribution network with the speed and flexibility to meet the needs of Japan's rapidly motorizing population.

For accessories in particular, Toyota has developed products to satisfy consumers' perpetually changing needs, and in doing so has helped to enhance the appeal of automobiles and to create new markets for automotive businesses.



Toyota Headquarters in Aichi Prefecture and Toyota Auto Parts Corp in Niigata Prefecture

Toyota Motor will suspend domestic car production in stages through Saturday after earthquakes that hit the southwestern Japanese island of Kyushu disrupted the automaker's supply chain.

Key Toyota supplier Aisin Seiki has been forced to stop producing doors, engines and other parts at its subsidiary in Kumamoto Prefecture. The area is still experiencing aftershocks, hampering attempts to resume operations or make alternative arrangements.

Plant shutdowns

Toyota Motor Kyushu will halt production Monday through Friday. The automaker's Tsutsumi plant, an Aichi Prefecture site that makes Prius hybrids, will suspend production starting Tuesday. All lines at the Tahara plant, also in Aichi, will be halted by Wednesday. Several facilities in the northeastern Tohoku region will suspend work from Friday. All major assembly lines directly operated by the parent company will be shut down from Wednesday through Saturday.

The closures are expected to dent total output by about 50,000 vehicles. Toyota plans to decide by Wednesday whether to bring any facilities back online April 25.

Toyota also was forced to halt domestic production in February after an accident at a group company, which affected the delivery of roughly 90,000 vehicles. The automaker had planned to make up for the delay by summer but now will face an even greater challenge.

Manufacturers, retailers share the pain

Toyota and other Japanese manufacturers have worked to strengthen their supply chains, such as by cultivating several suppliers and retaining larger inventories, after facing production disruptions following the 2011 earthquake and tsunami.

Some companies are using the experiences gleaned in 2011. Renesas Electronics, which produces microcontrollers, halted operations Thursday at a major plant in Kumamoto. It will consider alternative production options if the suspension drags on.

One of the company's key facilities in Ibaraki Prefecture shut down for nearly three months following the 2011 earthquake, wreaking havoc on production at many automakers. Renesas has been improving emergency response measures since. The company has been unable to fully assess its damage and has yet to determine when production will resume, but its inventory levels are higher than in 2011, making it easier to maintain a stable supply.

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Overseas Parts and Accessories

Just like in Japan, overseas demand for parts grew rapidly to meet the needs of motorizing populations. From the late 1980s onward, as local production of Toyota vehicles increased, Toyota improved its ability to satisfy consumers in countries around the world by developing systems to supply locally produced parts.

At the same time, it also established local organizations tasked with developing accessories suited to the needs of local consumers, bolstered marketing activities to market products and combat imitation products, and worked to make its customers safer and expand value chains.

References

1. The Motor Industry of Japan 2015 by the Japan Automobile Manufacturers Association.
2. http://www.toyota-global.com/company/history_of_toyota/75years/data/automotive_business/sales/dealerships/customer/japan/services.html