



## 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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### Gaining competitive advantage through outstanding servicing

Refer to The Motor Industry of Japan 2015 by the Japan Automobile Manufacturers Association: Japan has been one of the Top 3 car producing countries in the world's since the 1960's, securing its status as a world leader in automotive manufacturing and technology.

Some of its most well known global brands belong to the automotive industry. People all around the world are familiar with Toyota, Honda, Nissan, Mitsubishi, Subaru, Daihatsu, Fuso, Hino, Mazda, Lexus, and many more.

They belong to the country's most famous exports. And what is more, Japanese automotive components can be found in cars being manufactured on six continents.



In fact, automotive related manufacturing takes up 89 percent of the country's largest manufacturing sector, the transportation machinery industry. Automotive components and vehicles account for 18 percent of all manufacturing shipments in Japan.

## **Auto Parts Suppliers**

Japan's automotive component industry encompasses great diversity, with companies whose business areas include chemicals, electronics, textiles, and mechanical components.

Many car parts makers, often also called tier-1 suppliers, are very specialized in their product offerings. They exist as a means for vehicle manufacturers to outsource the development and production of car parts. Other companies are more diversified, producing automotive goods in addition to products for other industries within their competencies. As a result, many companies manufacturing goods for various industries are nevertheless heavily reliant on the automotive industry.

## **Toyota Niigata Auto Parts Corporation**

Toyota listened and saw what the consumers wanted: innovative technology. That's why Toyota have a motto: You Asked for It! You Got It! Affordable, reliable, and practical; these are the qualities that people look for in a vehicle. Following the concepts of "*kaizen*"(*continuous development*) and "*genchi genbutsu*"(*solving problems at the source instead of behind desks*).



Headquarters : Toyota, Aichi Prefecture, Japan

As long as people still use automobile on the roads, the need for auto spare parts will continue to be in demand. Auto spare parts business is indeed a profitable business because the replacement of damaged or worn – out auto parts is compulsory if we want our vehicle to continue to be on the road and serve the purpose we bought it for.

Toyota Niigata Auto Parts Corporation is one of Dealerships in Japan was founded in 1986. The Company's line of business includes the wholesale distribution of motor vehicle supplies, accessories, tools, and equipment.

## **Customer Service Activities - Domestic Service**

Since its founding, Toyota has worked to provide its customers with outstanding servicing and quality vehicles by training and supporting dealer servicing staff at Toyota dealers and by collecting and making the best use of quality-related information.

Over the years, Toyota has actively enhanced its car servicing systems and improved car servicing capabilities according to the '3S Spirit' (Seikaku, Shinsetsu, Shinrai:: Precision, Kindness, and Reliability). Toyota Service 3S Campaign' held until 1982. Campaign emphasizes the five values of Toyota Service Fundamentals (Genchi Genbutsu, Kaizen, Challenge, Teamwork, Respect). The 3S Spirit then becomes an enduring motto of Toyota Service.



Parts Dealer - Toyota Niigata Auto Parts Corp

Warranty costs - Accruals, Actuals, and Recalls Warranty accrual is an estimate of warranty costs to be incurred. As a component of cost of sales, The accrued warranty costs represent management's best estimate at the time of sale of the total costs that Toyota will incur to repair or replace product parts that fail while still under warranty. Toyota has kept the accrual estimate at cost of sale over the actual claim rate. Though warranty claims have increased, sales have increased equally or greater. This allows Toyota to stay fiscally sound while holding true to the motto "Seikaku, Shinsetsu, Shinrai: Precision, Kindness, and Reliability

To adapt to the maturing Japanese market, Toyota has also worked to expand its value chain by increasing the productivity of dealer servicing and by encouraging its wider use.

#### List of Dealerships in Japan - Parts Distributors

No	Region	Prefecture	Company Name
1	Hokkaido	Hokkaido	Toyota Hokkaido Parts Distributor Co., Ltd
2	Tohoku	Aomori, Iwate, Akita	Toyota Tohoku Parts Distributor Co., Ltd.
		Miyagi, Yamagata	Toyota Miyagi Parts Distributor Co., Ltd.
		Fukushima	Toyota Fukushima Auto Parts Corporation
3	Kanto	Ibaraki	Toyota Ibaraki Parts Distributor Co., Ltd.
		Tochigi	Toyota Tochigi Auto Parts Corporation
		Gunma	Toyota Buhin Gunma Kyohan Co., Ltd.
		Saitama	Toyota Saitama Parts Distributor Co., Ltd.
		Chiba	Toyota Chiba Parts Distributor Co., Ltd.
		Tokyo, Yamanashi	Toyota Tokyo Parts Distributor Co., Ltd.
		Kanagawa	Toyota Kanagawa Parts Distributor Co., Ltd.
4	Chubu	<b>Niigata</b>	<b>Toyota Niigata Auto Parts Corporation</b>
		Toyama	Toyota Toyama Parts Distributor Co., Ltd.
		Ishikawa	Toyota Ishikawa Parts Distributor Co., Ltd.
		Fukui	Toyota Fukui Parts Distributor Co., Ltd.
		Nagano	Toyota Nagano Parts Distributor Co., Ltd.
		Gifu	Toyota Gifu Parts Distributor Co., Ltd.
		Shizuoka	Toyota Shizuoka Parts Distributor Co., Ltd.
		Aichi	Toyota Aichi Parts Distributor Co., Ltd.

5	Kinki	Mie	Toyota Mie Parts Distributor Co., Ltd.
		Shiga	Toyota Shiga Auto Parts Corp.
		Kyoto	Toyota Kyoto Parts Distributor Co., Ltd.
		Osaka, Wakayama	Toyota Osaka Parts Distributor Co., Ltd.
		Hyogo	Toyota Hyogo Parts Distributor Co., Ltd.
		Nara	Toyota Nara Parts Distributor Co., Ltd.
6	Chugoku	Tottori, Okayama	Toyota Okayama Parts Distributor Co., Ltd.
		Shimane, Hiroshima	Toyota Hiroshima Parts Distributor Co., Ltd.
		Yamaguchi	Toyota Yamaguchi Auto Parts Corporation
7	Shikoku	Tokushima, Kagawa, Ehime, Kochi	Toyota Shikoku Parts Distributor Co., Ltd.
8	Kyushu	Fukuoka, Saga, Nagasaki, Oita	Toyota Buhin Fukuoka Kyohan Co., Ltd.
		Kumamoto	Toyota Genuine Parts Kumamoto
		Miyazaki	Toyota Miyazaki Auto Parts Corporation
		Kagoshima	Toyota Kagoshima Auto Parts Corporation

Note:

Regions are as defined by the Toyota National Dealers' Advisory Council

### List of Overseas Distributors

As of December 31, 2011, Toyota has built a solid global sales network of 172 overseas distributors.

As the main sales channel for their respective regions, overseas distributors execute sales strategies that are sensitive to the needs of local consumers. They perform a crucial role in keeping all Toyota quickly in tune with market changes and customer needs and in creating new Toyota fans by boldly pioneering potential demand.

The following is a list of overseas distributors that are operating as of December 31, 2011.

Unit : Companies

Total	North America	Latin America	Europe	Africa	Asia	China	Middle East	Oceania
172	3	43	27	49	17	4	14	15*

- Guam and Micronesia have the same distributor (Atkins Kroll, Inc.), making the number of distributors in the Oceania region 15.

### Global Pressure

In today's global economy, Japanese car manufacturers are importing parts and components at growing rates, forcing the country's parts suppliers to diversify their product offerings to compete with suppliers abroad. This has resulted in an increase of imports and exports of automotive related goods.

To remain competitive in a global environment, both sides of the Japanese automotive industry are investing in R&D domestically and internationally. Annual investment in automotive R&D by Japanese companies amounts to over 2 trillion yen (\$18 billion), or roughly 21 percent of R&D spending in all of Japan's manufacturing sectors.

### **Future Outlook**

Toyota remains the largest automaker in the world by volume. Japanese automotive production is also recently on the rise. As car manufacturers are taking more focus on foreign markets, their investments in innovation and increasing exports are expected to grow as a result.

Japanese automotive suppliers made up a sizeable chunk of the Top 100 global suppliers in 2014 and their continued investment in R&D and global expansion show for a positive future outlook. Given the changing structures in their home market, it is to be expected that Japanese suppliers will successfully look to score more contracts with foreign automakers as time progresses.

### **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](http://www.toyota-global.com/company/history_of_toyota/75years/data/automotive_business/sales/dealerships/customer/japan/services.html)
3. <http://www.toyota-forklifts.eu/En/company/Pages/The%20Toyota%20Way.aspx>