
Technology that Leads Clients' Business to Success



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Customer Satisfaction: the term has been around for a long time. In this report, we look again at the initiative to improve customer satisfaction, which has been part of our third mid-term plan (April 2001 - March 2004). We have been working on this initiative based on the concept known as the “customer-centric principle.”

Our Company primarily provides manufacturing equipment. We cannot rely on our sales team alone to ensure that purchasing our products delivers satisfaction and solves our customers' strategic issues. Rather, I think we need to do that through our systems and activities, providing satisfaction throughout a consistent system that encompasses sales, technology, design, production, delivery, and installation. And we need to remember that our customers have in turn their own customers, and must respond to their needs and the market environment and develop strategies based on that. We would never be able to satisfy our customers if we don't understand their own business properly. Our products must embody the needs of our customers in our technologies. And we must have these concepts on our minds when we contact with our customers.

Many of our customers are industry leaders, and their industries encompass diverse fields. For that reason, while it is indeed a joy to be involved in the creation of a product from the initial development stage, employing high-level technological cooperation, it is also a serious responsibility. We have an obligation to satisfy our customers.

In recent years, manufacturing operations have tended to move to Southeast Asia. Recognizing that, our fourth mid-term plan (April 2004 - March 2006) calls on us to place manufacturing capabilities and sales networks in close proximity to our customers, so that we can respond to their needs, even if those needs change.

Meanwhile, demand of green procurement and environmental preservation has risen dramatically in recent times. For example, we are required to supply products that support the Restriction of Hazardous Substances directive that the European Union is introducing starting July 1, 2006. The directive restricts the use of six kinds of certain hazardous substances, such as lead and cadmium, in electrical and electronic equipment. We must find ways to keep costs down even as we discontinue use of these materials, and yet still develop products of high quality. Our ability to do that will determine the value of our products.

Japan leads the world in terms of these types of manufacturing requirements. And we will continue to push for progress, aiming to ensure that Japanese specifications are the world standard, as in the types of substances requiring control, the methods of handling hazardous substances and the techniques used to measure content. We view this as an excellent opportunity to move further ahead with our efforts to create Eco-products, which are recognized for their environmentally-friendly designs, and to continue our support for environmental groups.

We look forward with eager anticipation to contributing to the success of our customers' businesses through Sanyo denki's products. We will continue our commitment to developing new technologies and offering innovative products, based on our corporate philosophy of creating new values through technology, products and services for customers and users.