



■ Critical Issues

- **We'd like to develop attractive products that will release the organization from price competition.**

We can't really develop original products, so we are always caught up in price competition and are not able to make a profit.

- **We seek to develop highly profitable products for timely release to the market.**

We tend to enter the market after our competitors. In addition, we can only provide the same kind of products.

- **We'd like to develop products to gain predominance over other companies.**

Although we recognize the necessity to develop original products, we have no effective approach, and thus fail to deliver the required engineering development.

■ JMAC Concept

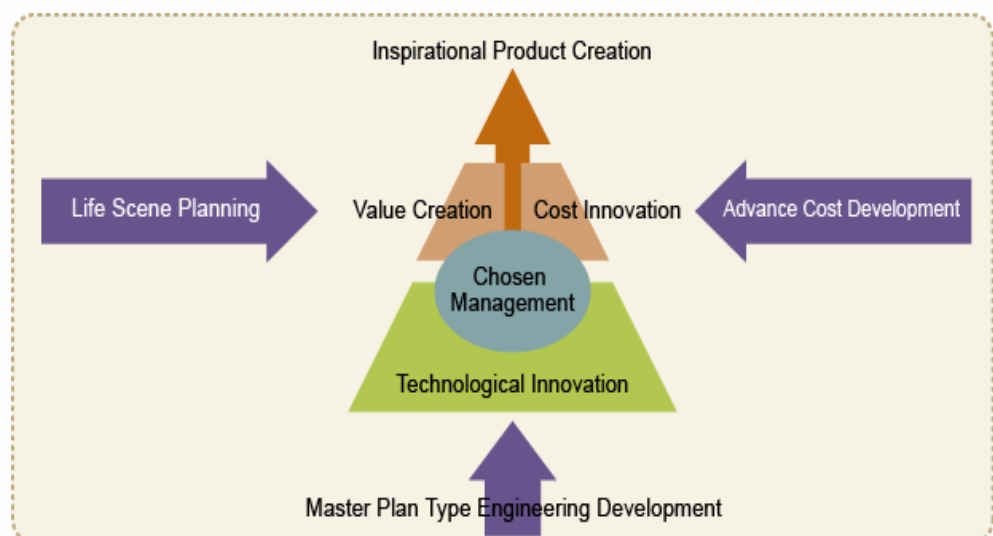
- **JMAC develops inspirational products through synchronization of the following four points: "value creation", "cost innovation", "engineering innovation" and "chosen management".**

"Life scene planning", which generates innovative plans, can realize value creation.

"Advance cost development" secures profit by verifying the cost before plan design.

With the further integration of "master plan type engineering development", product functions can be developed that strike out in new directions.

We believe that "chosen management", which comprehensively promotes these elements, will ensure creation of inspirational products.

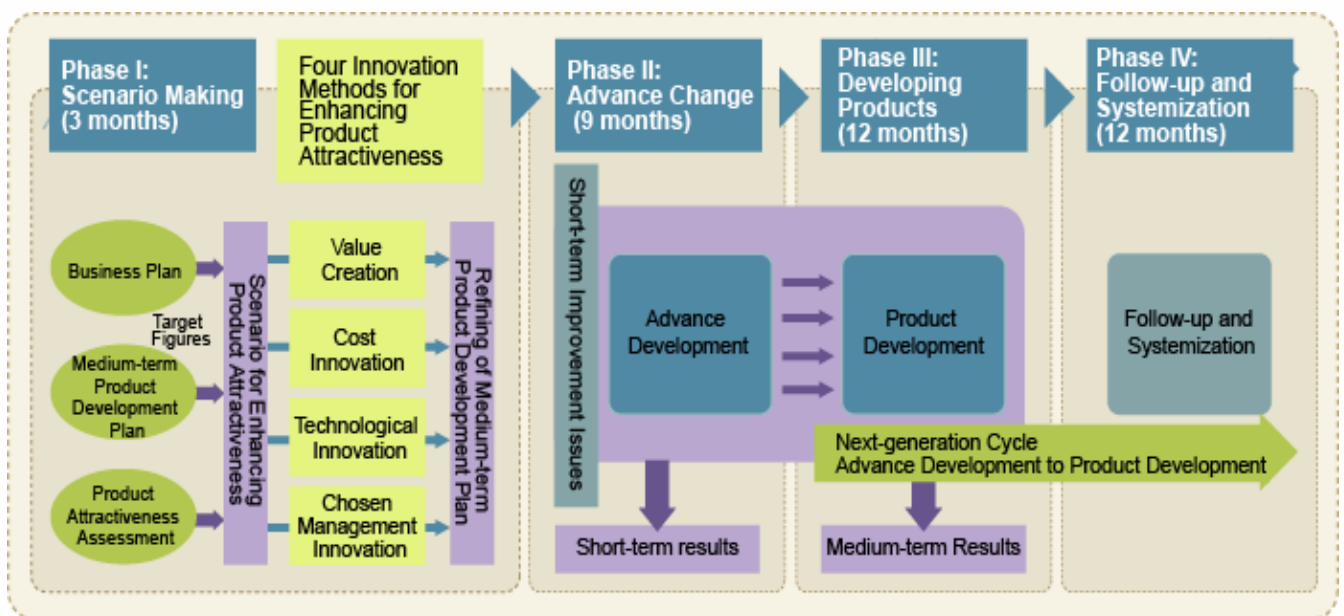




JMAC Features

Scenario making for inspirational product creation in short period of time

The core of this program is development of a scenario for creating inspirational products in a short period of three months. Afterwards, based on this scenario, creation of inspirational products and structural design will be carried out. Including the required framework development, the project will take a period of two to three years.



Results

Continually develop “2-base hit” type products.

The purposes and anticipated results of the inspirational product creation program will not just be the creation of inspirational products themselves, but also the development of the framework necessary to continually create these products. Comparing it with baseball, rather than creating a single “home run” type product, we believe that the continuous creation of “2-base hit” type products would contribute more to business profit.