



■ Critical Issues

■ We fail to provide customers with extra added value.

Although we are second to none for product functions and performance, we are behind When it comes to design. We'd like to improve the quality of our design, but don't know how.

■ In the product development priorities, design occupies a low position.

Functions and performance always seem to be given preference over design. As a result, design is built within various restrictions and attractive designs can not be developed.

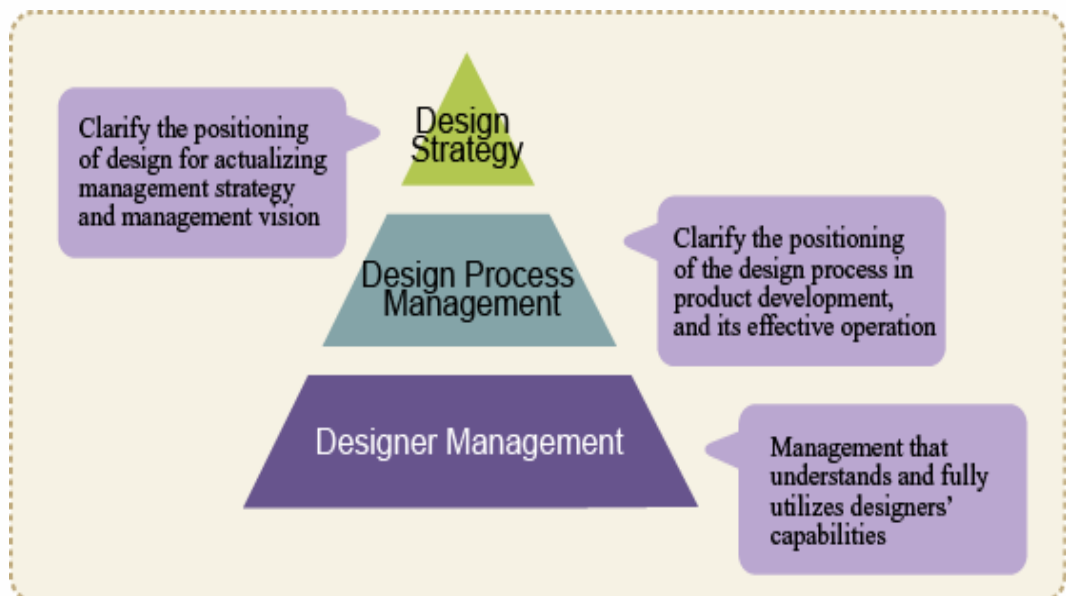
■ Our designers' abilities are not fully utilized.

Designers' abilities are not fully utilized due to inadequate understanding of their characteristics.

■ JMAC Concept

■ JMAC Design Management

JMAC adopts an approach with three levels of design strategy, design process management, and designer management.





JMAC Features

Creating original and high value-added “Plus α ” products

JMAC recognizes design as a key element for creating original and high value-added products, and develops corporate management that promotes effective linkage between management vision, brand name, and product development. Originality can be established through reflecting the brand identity in the design. In the relationship with product development, the design concept will be promoted consistently during product development to allow introduction to the market of products that maintain the required design concept. Further, during promotions and in communications with customers, design elements reflecting the identity will be incorporated to position design as a part of management.



Results

The anticipated results of design management will be as follows:

1. Improvement in design quality
2. Increase in contribution of design to developing original and high value-added products
3. Foundation building to realize maintenance and improvement in design quality
 - ◆ Clarification of applicable scope of design in the business
 - Building of a design strategy that is appropriate for business characteristics and business policy
 - ◆ Design process building for product development
 - Clarification of design verification steps
 - Construction of framework for decision-making and deliberation for design
 - Introduction of effective design verification tools
 - ◆ Effective utilization of designers' capabilities
 - Building of framework for employment, education and evaluation