

Information on Companies of Case Study for Day 2, JQA Annual Report Forum

JPC

<p><u>FUKUI CO-OP</u> Business: Nursing care for the elderly and childcare support at home or day-care centers, and a welfare rental business, consulting services for parents Year of Establishment : September 1977 Capital: JPY 7.47 billion yen Employees: 633</p> <p>Winner of Japan Quality Award in 2007</p>	<p>Fukui CO-OP was founded in 1977, aiming to improve the lives of its members through cooperative activities, including identifying and satisfying their needs. Before the establishment of the organization, the activity was part of the material supply division of the Fukui Workers' Insurance Cooperative, supplying food for five years under a joint purchasing (non-store) system.</p> <p>Initiatives to improve management quality They reconsidered basics and reconsidered the meaning of customer satisfaction, the fundamental element of consumer cooperatives since their revenues declined for three consecutive years. They then came to the conclusion that They really needed to develop reliable human resources and rebuild their management system to achieve consistently high performance.</p> <p>In 2002, their executives, including top management, took part in self-assessment training and then formally launched management quality improvement initiatives. In 2003, They won the Excellence Award of Fukui Quality Award. In 2004 they received the award again, and in 2005 They won the Governor's Award. Through the management quality improvement activities over the past six years, they have been promoting a business model known as business network management to offer more convenient services by producing synergies between their food, welfare, and cooperation services and local networking efforts.</p>
<p><u>Super Hotel Co., Ltd</u> Business: Business hotel chain, Consultation on effective use of land Year of Establishment : November 20, 1989 Capital: JPY 67,5 million Employees: 265</p> <p>Winner of Japan Quality Award in 2009</p>	<p>They ranked No.1 in customer satisfaction by Japanese Customer Satisfaction Index for the hotel trade. "Safe, clean and comfortable" is the standing business concept of Super Hotel, and they are devoted to providing thoughtful and attentive care and service for their customer.</p> <p>Hotel location Hokkaido, Aomori, Iwate, Miyagi, Yamagata, Tokyo, Kanagawa, Saitama, Chiba, Ibaraki, Niigata, Aichi, Osaka, Hyogo, Kyoto, Shiga, Nara, Tottori, Yamaguchi, Kagawa, Kochi, Fukuoka, Kumamoto, Okinawa and many other regions; a total of 94 locations.</p> <p>Super Hotel has launched a new and improved service plan for all hotels with a focus on "SAFETY, CLEANLINESS and COMFORT". They are committed to provide their guests with a more personalized and thoughtful experience. In 2009, they won the Japan Quality Award for outstanding innovation and customer service and they received the top level of the first service productivity and innovation for growth among Hotel Industry in Japan last year and this year.</p>
<p><u>Bankyo Pharmaceutical Co.,Ltd</u> Business: Year of Establishment : March 1960 Capital: JPY 40million Employees: 90</p> <p>Winner of Japan Quality Award in 2009</p>	<p>Overview Bankyo Pharmaceutical Co. Ltd. is a medical company and they specialize in skin care products. They think of themselves less as a manufacturer and more of a service organization because other medical companies outsource production to them. This company actually doesn't have a sales or marketing department, they meet all of their customers at events like industry fairs, and from there they do business. They make about 200 products which they provide to about 70 companies, some outside of Japan.</p> <p>Sales Strategy They decided that for a manufacturing company it had to be primarily directed at the factory and production, and most importantly quality control in order to get the most out of their funds since they faced some financial difficulties at that time. And then they have put in place a system where every organization within the company interacts directly with the customers. Through this system, they believe they've been able to make products that better suit the needs of their clientele.</p> <p>In 2009, they won the Japan Quality Award for outstanding innovation and customer service improvement activities driven since 2003.</p>

