## With the Murata's value chain provide highest value to customers

## Our desire to serve our customers links us together.

Providing customers with value is not solely the responsibility of the sales department. The production and planning & development departments of course share in this responsibility, and all of Murata, including staff departments such as administration, personnel and accounting, must work in close cooperation to keep our organization directly aligned towards the customer.

It is within this common purpose that we must each find and perform our individual role. Creating a strong and flexible organization is the motivation behind our value chain.



between functional staff members whose ideas are based on this understanding will generate a strategic strength.



Product Design / Procurement and Distribution / Manufacturing

Finding optimal solutions for each of our customers

Providing optimal solutions to solve customers' problems is the role of the product development team. We work closely with our sales people and SEs to maintain face-to-face communication with our customers

Toyama Murata Manufacturing Co., Ltd. Sensor Products Division Takamasa Kuboki

Identifying and solving problems at

the line yields merits for our customers.

We identify and solve problems at the production line to

improve performance in the areas of quality, cost and deadline.

Such improvements at the line contribute to Murata's

Murata Manufacturing Co., Ltd. Production Engineering Development Group

increased productivity and improved customer merits.



Sales Marketing/Service

Draw a roadmap for future needs

We provide solutions capitalizing on optimal technology and performance while ensuring our creation of product roadmaps to match the future needs of our customers.

> Murata Electronics North America, Inc. Sales Jim Oldani



**Providing value** 

**CUSTOMER** 

## A framework for sound business

We support Murata's management and sales by coordinating fair and balanced agreements and resolving other legal issues with our customers, ensuring a proper framework for daily businesses and reducing our exposure to risk.

> Murata Electronics Europe B.V. Legal Affairs Feike Derksen



Production Engineering

Legal Affairs

Staff (support the production of customer value) Personnel & Industrial Relations

our company. We strive to give potential employees a solid

look at Murata so that we can discover people who agree with

Murata's stance and are eager to think and act on their own.

Murata Manufacturing Co., Ltd. Personnel & Industrial Relations Dept.

