

A Commitment to Stakeholders

To Our Customers: Customer Satisfaction & Quality Assurance

At Murata, we implement various initiatives in order to provide products and services that satisfy our customers. Our goal is to further improve the quality of our work and the quality of our enterprise as well as the quality of our products and services.

Improving Customer Satisfaction

Manufacturer of assembled products and other customers install Murata products in various electronic devices such as cell phones and computers, after which they are offered to the public. We believe that by earning the satisfaction of our customers, we can contribute to society through our customers, and thereby contribute to the satisfaction of society. Establishing a relationship of trust with our customers is one of our most significant challenges; therefore, we will change our work-related systems and other systems company-wide with the objective of increasing customer satisfaction.

The Concept of Customer Satisfaction

The electronics industry is entering a period of major change as it shifts from a paradigm of mass production and mass consumption to one of small-lot manufacturing and fast delivery of a wide variety of products in response to the increasing diversification of market needs. Accordingly, customers are demanding that industry provide a wider range of services and disclose appropriate information, and not merely limit themselves to mere issues of quality, price, and delivery date. In recent years in particular, customers have been demonstrating an increasing level of interest in Murata's response to

environmental issues and observance of laws and regulations. In response to this trend, we are obliged to present accurate proof of compliance and reports. In order to fulfill their corporate social responsibility and comply with environmental laws, various legal requests, and demands of society, customers must be prepared to comply with all legal and social demands—even down to the level of the parts installed in their products.

Murata is committed to meeting the emerging needs of customers who are responding to changing markets even as we strive to improve quality, price, and delivery date. We believe it is important that we prepare ourselves to respond quickly to the emerging needs of our customers.

Customer Satisfaction Initiatives

The core focus of Murata's efforts to improve customer service is to earn a satisfactory evaluation for our response to customer requests and to adequately grasp the social background behind such customer requests. As one initiative, Murata has implemented a unique questionnaire survey to determine the level of customer satisfaction achieved. Our customers' objective evaluations will shape our response so that we may enhance our concrete action plans through stringent self-assessment and thereby steadily execute our action plan.

Quality Assurance

Murata implements quality management activities by taking the customer's perspective in an effort to achieve a higher level of customer satisfaction at every stage from product planning, design, and development to production and after-sales service. This approach ensures that we are capable of providing products and services that satisfy our customers.

Quality Management Policy

Through our Quality Management Policy, Murata is able to instill the foundation of our quality management in the thoughts and actions of all employees.

We remain committed to the continuous development of unique products and the cultivation of new areas of expertise. Our underlying approach is our belief that "better equipment is made from better parts and better design, and better parts are made from better materials and better processes." With this belief, we consistently manage every stage including design, selection of materials, procurement, production, sales, and service in cooperation with all members who compose the Murata Group—from top management to individual employees—by employing the Deming circle. In this way, we can economically produce quality products that meet market needs with full consideration for the natural environment.

Quality Assurance System

Murata delivers to customers only products that embody full quality assurance; we also design and manufacture all our products under a quality system governed by in-house regulations.

We design and develop products requested by customers according to Murata's design criteria, which are in full compliance with safety and environmental standards. We conduct environmental tests designed to evaluate product applications and reliability. This also ensures that we build quality, reliability, and safety into our products at the design stage.

In the manufacturing stage, we manufacture our products according to a standardized quality management system that encompasses thorough employee training in the interest of achieving design for quality assurance. We are able to confirm the quality of our finished products through periodic reliability testing and mass production inspections as well as through "4M (man, machine, material & method) management" and monitoring of processing quality.

Our system accommodates rapid feedback of customer information as well as complaints regarding product quality into our processing and product design stages.

ISO9001, QS9000 & ISO/TS16949

The Murata Group inside and outside Japan has received certification of registration with ISO9001, the international quality management standard. We

are also achieving progress in acquiring certification of registration with ISO/TS16949, an international standard specific to the automotive industry.

We have been making a special effort to achieve world-class compliance with international quality management systems so that customers the world over can use the products of Murata—a global corporation active internationally—with complete peace of mind.

Quality System

Product Planning	Surveys, research and review of planning
Design Development	Design based on safety standards and design standards
Design Inspection	Design review, product assessment, assessment of reliability and safety, legal compliance
Preparation for Production	Sampling and adjustment of standardization
Production	Production, training, periodic testing, and inspection of mass production according to the quality system
Marketing	Confirmation of quality by the customer
Service	After sales service

Major Accredited Production Plants Inside and Outside Japan (as of March 2004)

Plant	Certification Organ	Target Standard	Date
Fukui Murata Manufacturing Co., Ltd.	UL	ISO9001	April 2, 1997
Murata Manufacturing Co., Ltd. Yokaichi Plant	UL	TS16949	September 25, 2003
		QS9000	March 31, 1998
Toyama Murata Manufacturing Co., Ltd.	UL	ISO9001	December 16, 1996
		TS16949	August 12, 2003
Kanazawa Murata Manufacturing Co., Ltd.	UL	ISO9001	April 16, 1998
		QS9000	
Izumo Murata Manufacturing Co., Ltd.	UL	ISO9001	July 25, 1997
		QS9000	
Okayama Murata Manufacturing Co., Ltd.	UL	ISO9001	July 1, 1998
		QS9000	
Murata Electronics (Thailand), Ltd.	UL	QS9000	March 17, 1998
		ISO9001	
Murata Electronics Singapore (Pte.) Ltd.	PSB	ISO9001	November 3, 1999
		TS16949	September 30, 2003
Taiwan Murata Electronics Co., Ltd.	BSMI	ISO9001	November 26, 1993
Murata Electronics North America, Inc.	UL	QS9000	March 7, 1996
		ISO9001	June 15, 1994
Murata Electronics (Malaysia) Sdn. Bhd.	SIRIM	ISO9001	February 28, 1997
Beijing Murata Electronics Co., Ltd.	UL	ISO9001	December 10, 1998
Suzhou Murata Electronics Co., Ltd.	UL	ISO9001	August 2, 2003
Wuxi Murata Electronics Co., Ltd.	UL	QS9000	May 12, 1999
		ISO9001	

Note: Certifications have been acquired by 35 companies, including production bases inside and outside Japan, and sales companies.