

Relationship with Our Customers

Murata always pursues products and services that satisfy our customers. We have established systems that enable us to identify and quickly respond to diversified market needs, as well as to further improve the quality of our products and services.

The Concept of Customer Satisfaction

To evolve as a manufacturer of electronic components and modules, we have to grasp the trend in the electronics industry and provide products and services that satisfy our customers. To these ends, we need to meet various conditions, which include: being quick to grasp customers' needs and offer problem-solving measures, providing excellent products and services, setting proper product prices, and ensuring timely delivery. Recognizing that establishing a relationship of trust with our customers is one of our management priorities, we continuously reform our work-related and other systems company-wide, with the objective of increasing customer satisfaction.

Quality Management Policy

Murata has established a Quality Management Policy that aims to provide high-quality products that can obtain reliability and satisfaction for our customers. We have posted this policy in all workplaces so that each Murata employee can always be aware of this policy. In addition, Murata has its employees carry with them a card on which this policy is written, to keep every employee informed about it.

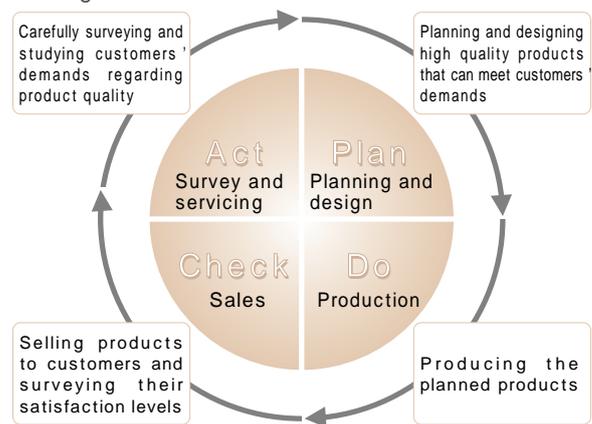
Quality Management Policy

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, material selection, procurement, production, sales, and servicing in cooperation with all members who comprise 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.

Deming Circle

At Murata we have adopted the Deming circle as a concept underlying our quality control. This is the Plan-Do-Check-Act concept that is applied at every stage, from design and production to sales and survey & servicing, to ensure that we can produce and deliver products that meet market needs at reasonable cost. Through such an approach, we will further improve the quality of products that satisfy our customers.

Deming Circle



Quality Assurance System

The Murata Group inside and outside Japan has received ISO 9001 certification, the international quality management standard. We are also making progress in acquiring ISO/TS16949 certification, an international standard specific to the automotive industry. As a global corporation, the Murata Group has been strengthening its systems to provide products of uniform quality so that customers around the world can use Murata products with complete peace of mind.

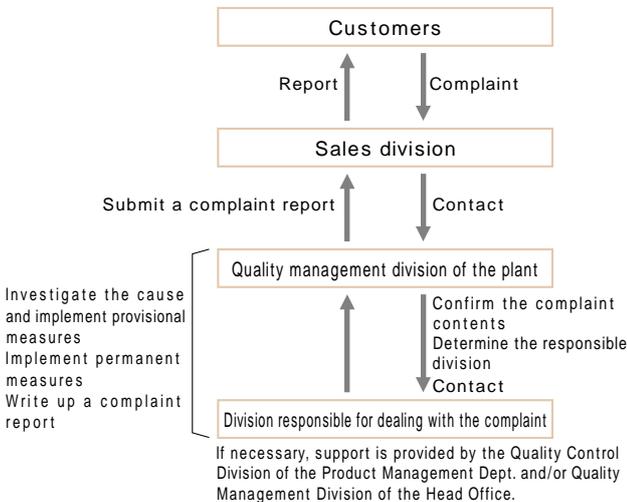
DATA List of ISO 9001-registered production sites

Response to Quality Issues

Our customers' proposals, requests for improvement and complaints regarding our products provide us with precious information. Making use of such information, we can further improve the quality of Murata products to further satisfy our customers, and make our products more competitive in the market. We therefore strive to address customer demands from the viewpoint of our customers, and to meet their demands in a prompt manner.

Murata has unified the management of complaints from our customers. We have established a system where, when a customer complaint is received, a salesperson in charge enters the information into the database so that the information can be simultaneously accessible by all Murata offices and plants worldwide. If there is a product returned to us due to a customer complaint, our production quality management division and other relevant sections investigate and clarify the cause of the problem and take measures to prevent its reoccurrence. Records of complaints that have been addressed are distributed to all divisions concerned, and then stored in the quality control division so that these records can be utilized for product quality improvement activities. Records describing the complaint situation and the countermeasures taken are compiled by the quality management division, and then reported to the management level.

Response to quality issues



Marketing System

Murata has established an original marketing system based on three roadmaps for market, products, and technology. We create roadmaps for mid-term market trends, products required by the market, and technologies necessary to develop such products. This roadmap strategy enables us to always provide the most advanced products and technologies to satisfy our customers.

Murata's Marketing System



Design-in Activities

Murata allies itself with electronic device manufacturers to develop technologies. Through these relationships we try to forecast what kinds of features will be required in the next generation. Electronic devices face all kinds of challenges in terms of enhanced and added features. To help our customers tackle these challenges, it is necessary for us to know customers' needs from the early stages of device development. Murata establishes mutually trusting relationships with its customers, sharing each other's information, and assists customers in coming up with solutions early in the game.