

Responsibilities and Conduct toward Customers

Murata builds relationships of trust with customers and is continuously improving companywide operations to ensure it supplies products and services that attain customer satisfaction.

Activities to Fulfill Product Responsibility

Disseminating Our Quality Policy to All Employees

Murata has established a Quality Policy to provide high-quality products that gain the trust and satisfaction of its customers.

We display posters bearing this policy in our workplaces to cultivate the awareness of employees. The policy is also distributed on a card for employees to carry with them to ensure they are thoroughly cognizant of the policy's content.

Adopting a Deming Circle Approach for Continuous Quality Management

Murata employs the Deming circle approach to ensure thorough quality management.

The Deming circle focuses on the sequence of processes in supplying products to customers by investigating and analyzing customers' needs and reflecting these results in product manufacture. Through this approach, we continuously augment the quality of our products by repeating a cycle of planning and design, manufacture, sales, and surveys and services.

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.

Gaining International Standards Certification for Quality Management

All Murata Group plants inside and outside Japan have received quality management system ISO 9001 certification. Our quality management systems have also acquired ISO/TS16949 certification, a stricter international standard specific to the automotive industry.

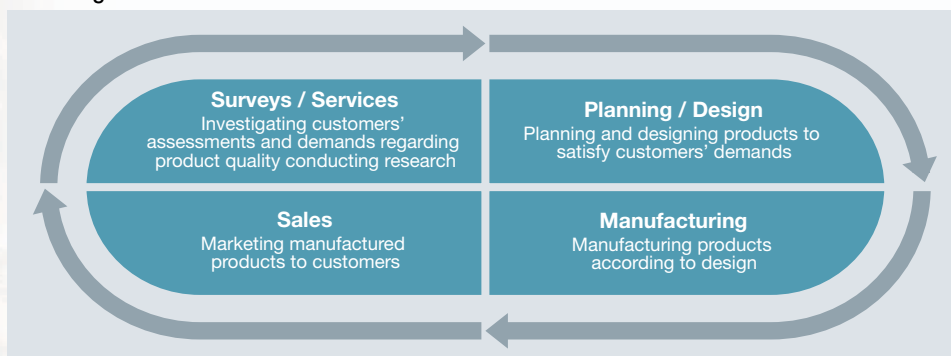
Furthermore, the Quality Assurance Department at our Yasu Plant has been awarded ISO/IEC17025 certification for testing and calibration (inspecting the accuracy of measuring instruments) and gained Japan Calibration Service System (JCSS) accreditation. The department is also bolstering the level of its quality evaluation technologies.

As a globally developing corporation, the Murata Group is improving its quality systems on an ongoing basis to ensure uniform quality standards worldwide.

About the Deming Circle

The circle is an approach advocated by the so-called father of quality control, Dr. Edward Deming of the United States. It forms the basis for the Plan-Do-Check-Action concept for continuous quality improvement activities.

Deming Circle



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Overseas, the Murata Group's marketing staff participates in Global Business Strategy Meetings, which provide a forum for development themes on next-generation products, taking into account customers' needs in each region.

About "Design-In"

This concept is development based on collaboration from the design and development stages between technical staff representing the manufacturer and users to incorporate the necessary functions into products.

Responding to Customer Needs

A Marketing System to Supply Leading-Edge Products Attuned to Market Needs

Amid the radical changes in the electronics sector, it is necessary to grasp market trends swiftly and apply this information to product and technology development in order to provide products and services that perpetually attain customer satisfaction. Accordingly, Murata has established an original marketing system to create future concepts from the viewpoints of market, technologies and products.

We reflect information on industry trends and customer demands gleaned by sales staff worldwide to create roadmaps for midterm market trends. These direct us in formulating development concepts for

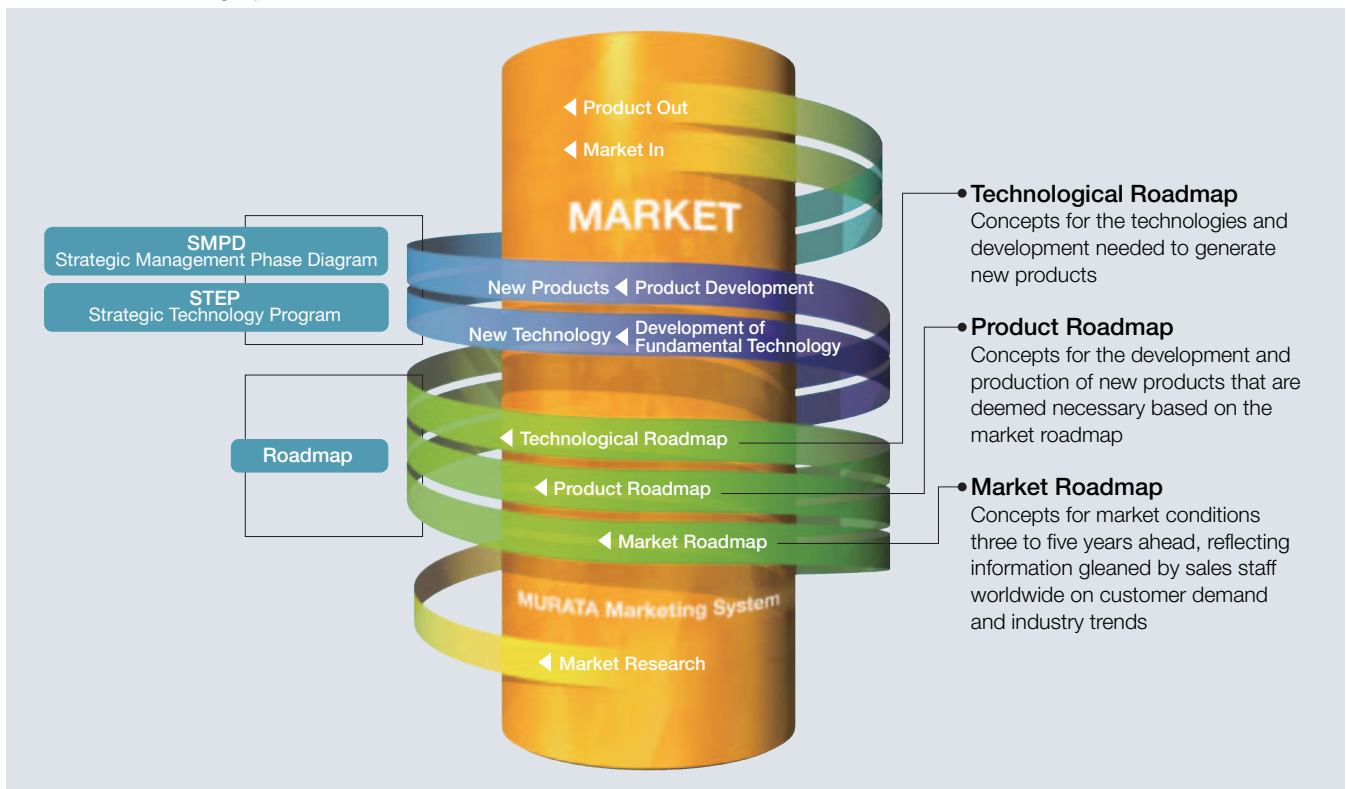
the products required by markets and the technologies necessary to spawn these products. Thus by pursuing technology and product development, we are able to respond to customers' needs by providing leading-edge products and technologies.

Supporting Problem-Solving through Technological Exchange from Our Customers' Product Design and Planning Stages

Murata anticipates the kinds of features required for its customers' the next-generation models and the electronic components these will necessitate. For an early resolution to the issues facing our clients, we are amenable to customers' needs from the early stages of electronic equipment development, promoting technological exchange and aggressively promoting design-in activities.

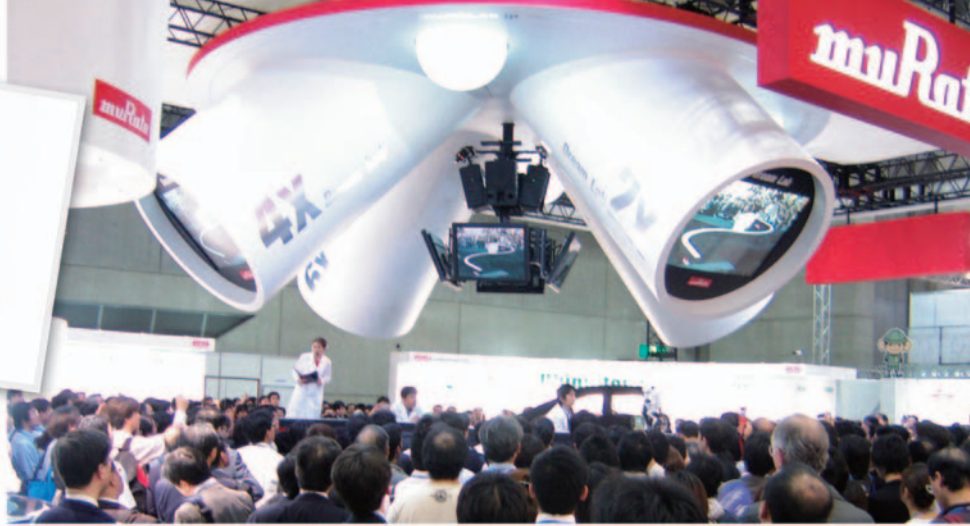
In these activities, we gain access to various data, including confidential

Murata's Marketing System





CEATEC, a gathering of electronic equipment and component manufacturers, provides a platform to explain new products and leading-edge technologies to customers. This is an excellent opportunity for Murata to gain understanding for its technological prowess.



information. To secure the relationships of trust that this requires, we exercise careful consideration for the protection and management of all confidential client information.

System of Response in the Event of Quality Problems

Consolidated Control System of Complaints for the Development and Improvement of Products

Proposals, requests for improvement and complaints from customers provide us with precious information that we use to make products more trustworthy and more competitive in the marketplace. We therefore strive to be amenable to customer voices and demands, which we consider from their viewpoint, before swiftly implementing improvements.

Murata has built a system for consolidated control of customers' complaints. After receiving a complaint, the responsible salesperson enters the information in a database so it can be simultaneously accessed by all Murata offices and plants worldwide. Product returns are handled primarily by the Production Quality Control Section, which investigates and analyzes the cause of a problem and formulates corrective action to prevent reoccurrence.

Information on complaints is also circulated to all divisions concerned. A troubleshooting checklist is subsequently compiled and stored by the development and design departments for use in future product development. We have also established a system for the Quality Assurance Department to report to top management on complaints and corrective actions.

Employee Perspective

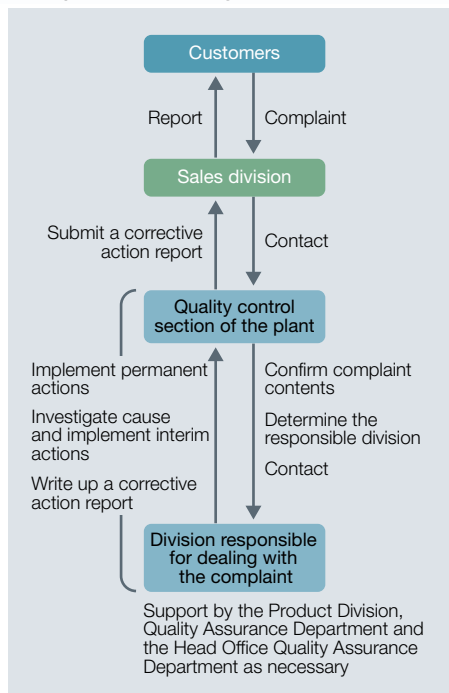
Exhibitions Helping Customers Assess Murata's Technological Expertise

Of course, exhibitions serve as a PR tool for a corporation, as an important opportunity to showcase technological prowess and vision. In terms of planning and production, participants from marketing, staff, product, development and a host of other divisions unite to transcend the boundaries of the organization. Despite differing stances and opinions, which make it difficult to find a unified view, we strive to help customers by facilitating greater understanding of the Company and its technologies and encouraging technological exchange.



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Response to Quality Problems



Web Data

- Status of Quality Management System Certification
- Three-Stage DR System (design quality inspection)

▶ <http://www.murata.com/csr/social/02.html>

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