Unchanging values, a strategy of sustained effort

Does the work we do impress and astonish our customers?
Do the people we work with find their work challenging and feel personal growth?
These are the questions that we must each ask ourselves, and act upon.

Since the establishment of our company, the convictions embodied in the Murata company philosophy have served as the foundation for the ideas and actions of all Murata employees. During these past few years, which have seen dramatic change in the market environment, I have consistently emphasized that our company management should be one that places high value on CS and ES. CS is making the efforts to have our customers consistently recognize the value we offer. ES is a workplace environment in which the employees find their work challenging and in which they can continue to grow. Do our technologies, products, and services truly succeed in delivering value to customers? Does this value serve to impress and astound the customer? I wish for our organization to be made up of people who take the independent initiatives to ask themselves such questions at all times. Cooperation is required not only between sales, production, and business departments, but also within our own departments, including the development and staff departments, that must act as a cohesive and like-minded whole. This is the Murata philosophy that I hope we can continue to build. Furthermore, it is only upon unchanging values like these that we can build our business strategies.

At present, Murata considers markets in the context of three different market segments. First, in emerging markets, we work to win over customers with our speed, low prices and agility, and aim to achieve the No.1 market share position. Secondly, in core markets, we are working to become the strategic supplier, resolving customer issues not only with our individual components but also with Murata's integrated solutions. Third, in new markets, we aim to become the exciting prospect capable of discovering business opportunities with our customers and partners.

Murata employs these three different approaches for its various markets. Although we may vary our business strategies to suit the circumstances involved, what is important is that our convictions do not change. This is why we must remain the Murata that we are.