

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.

- Point 1 Recognizing one's own function and role**
"What am I capable of? What is required of me?" Understanding how our work connects us to the customer helps us understand the part we play.
- Point 2 Coordination between the business units and functional staff**
The business units deal directly with the customer, and functional staff lends support. A shared customer-oriented philosophy can foster an ideal cooperative relationship.
- Point 3 Coordination among functional staff**
Beyond the business unit lies the customer. A team effort between functional staff members whose ideas are based on this understanding will generate a strategic strength.

