

On the Startup of “The 3rd Mid-term Management Plan” for New Upheaval Century



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A person's life is often compared to navigating an unknown sea toward an unknown continent. I believe that the path of a company resembles that metaphor very much.

The usually calm Aegean Sea can rage in a storm, swallowing up many ships. At that time, the sailors wait patiently for the waves to calm down while moving their ship slowly at right angles with the waves to prevent it from capsizing in a high wave.

Sanyo Denki once went forward on a mirror-like sea – as if sliding. The company also once came across high waves and overcame its hardships by having all its members join forces and go forward very slowly.

Being at the beginning of the new century, we are now about to launch out toward our target continent. Naturally, we have raging high waves in store for us and we cannot go forward without going through them. We cannot easily reach the destination that is far away at sea. It is different from the opposite shore of a pond, which you can reach by merely getting into a small boat and rowing to it. I think you can easily imagine how much joy you can get by fulfilling your goal and how much your results will bring about. After all, our top challenge is to read our nautical chart and check our route with a compass as a good sailor would do and find a good way to make a safe journey.

The Third Mid-term Management Plan, which we recently set, is like a sea chart and compass. More specifically, the plan is something that specifies the goal of achieving one half of the company's total sales from future new products, new markets, and new customers in three years based on corporate philosophy, and specifying target managerial indicators, goals and measures of the divisions, and measures to be taken by the entire company.

Now, Sanyo Denki is surrounded by strong winds, heavy rain, and high waves. However not only Sanyo Denki is in this storm but the whole world is with standing it. Such storms and changes have previously occurred many times, and we have opened up the path to the present day on our own. This time again, I believe we will reach our destination with all our members in one piece without taking the wrong route or going aground despite heavy mist by our “The 3rd Mid-term Management Plan”.

The current Technical Report No. 11 gives the technical achievements of each division in fiscal 2000.

To obtain a certain goal, personnel involved ran here and there, almost losing their breath, while others continued breaking their backs by pulling oars, which resulted in achieving these goal.

This report indicates the results of engineers who have cultivated the spirit of “going ahead of the times”, which is the tradition of Sanyo Denki. This is only a small part of what Sanyo Denki would like to introduce. We must not forget there are many efforts not covered in this report. I would appreciate it if the readers of this Technical Report will understand the efforts of the engineers hidden behind the text.