
For the 4th Mid-Term Management Plan



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The Japanese economy is being globalized more and more, faster and faster. Under such circumstances, our fourth mid-term Management plan has started in April 2004.

The purpose of this plan is to secure stable profits for our entire company group, which is not controlled by any changes in any environment, and to achieve our corporate philosophy. The important policies are "Securing the amount of order" and "Lowering of the break-even point."

In this plan, we must not only achieve the target profit but we must also revolutionize ourselves to cope with changes in society.

It is important to carry out the reformation to create a new phase and climate.

Our company is distinguished by various people's achievements in its long history. However, it is necessary for future development to create new values with bold and flexible conceptions without being caught in past successful experiences or dreading change.

This plan can be achieved not only by the participation of top management but by all employees.

We will not be able to see a concrete action, an execution of the plan, or good results if we don't spread the policies down to managers and the general employees on the sites. We need all members to be seriously committed. We need to aim not for immediate profit but for success that affects the whole.

The following four policies will be executed with paramount priority in this mid-term management plan:

1. Strengthening of overseas sales
2. Expansion of new customers
3. Promotion of joint sales business
4. Reinforcement of service systems

In addition, we will make efforts to educate sales staff who are competent anywhere all over the world. A novel, bold, and flexible measure will be executed to aim at the construction of a new business model.

We want the fourth mid-term management plan to be the three years with great strides that leads to the next generation, assuming it will be a new beginning for Sanyo Denki.

I am convinced that this plan is significant and valuable in the history of our company. I am eager to pave the way to keep challenging you.

We will work hard to make Sanyo Denki a brand company where you can feel that you are growing, and where working here gives you pleasure and makes you proud.

This 17th technical report includes the results of our technological developments of each operation division in the 2003 fiscal year. I believe that the results of these technologies will become the basis of our company of tomorrow, and contribute very much to the achievement of the fourth mid-term management plan.