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Reaching the Halfway Point on the 5th

The 5th Mid-term Management Plan that has started April of last year has reached its mid-way point this September. As a Sales Department, we have raised following measures to make our 3 brands, San Ace, SANUPS, and SANMOTION, to become the top brand of the industry.

Steps to improve business quality

1. Raise customer satisfaction (aim for No.1 in customer satisfaction)
2. Improve the quality of the sales organization, sales personnel, and sales abilities
3. Provide planned development of human resources
Establish program to improve competency, planning abilities, and judgment in order to develop skills of globally competitive personnel
4. Establish personnel evaluation system to improve employee satisfaction
5. Appoint the right trained personnel to the right jobs

Steps to improve quality of business practices

1. Actively promote innovative business practices
2. Make plans to improve the potential of the sales organization
3. Establish and use a demand forecasting system to improve the accuracy of forecasts
4. Eliminate nonperforming assets

A detailed progress of the “measures for No.1 in customer satisfaction”, which is directly connected to the customer, out of these measures, is explained here.

◆ Enhancement of presales service

Measures are taken to enhance the sales promotional demonstration machine and the presentation information.

Sales promotional demonstration machines have started operation at 3 of our sales bases at the Headquarter, Osaka Office, and Nagoya Office since March this year.

Mid-term Management Plan

Presentation materials were formerly created by the individual sales person, but to enhance the quality of the sales activities, standardized version throughout the company was created. This led to higher presentation quality. This has also made the explanation of the quality and the performance of the new products easier for the customers to understand. Also, we will start to distribute the information regarding the discontinued models and products complying with the RoHS on our Web pages within FY 2008.

◆ Enhancement of the service and support structure

The structure to answering locally about the repair, claims, inquiries regarding the Instruction Manuals, etc., were enhanced by cooperating the sales bases, including the overseas sales subsidiaries, together with the SANYO DENKI Techno Service Co., Ltd., which is a group company. The sales and support structure are planned to be enhanced more, by establishing the product support contact within FY 2008.

◆ Measures to reduce the delivery time

A scheme to perform production based on an optimal demand forecasting was created. All the standard products listed in the catalog can be delivered in short delivery time now, answering to the short delivery time requested by the customers. This will be sequentially applied to the custom products too. Also, to answer the request of customer's product development and trial production, we are preparing a structure to promptly deliver the product by setting up the stocks of the standard products in wide variety.

It is important to improve the quality of the product and quality of the business to make our brand No.1 in the industry. This technical report is explaining the measures to become No.1 in the industry by the Cooling Systems Division, Power Systems Division, and Servo Systems Division. Remaining of the 5th Mid-term Management Plan is only 1 and half year left, and I do believe that our product will be the No.1 brand chosen by the customers by steadily executing these measures.