

nf10

NAKAYAMAFUKU NEXT10

A 10-year growth strategy leading up to our 100th anniversary

Phase 2

(FYE March 2020 to FYE March 2022)

May 14, 2019

Nakayamafuku Co., Ltd.

In May 2016, we announced “Nakayamafuku NEXT10,” a growth strategy for the years leading up to the 100th anniversary of our founding. Having reached our 90th anniversary in March of 2015, we adopted Nakayamafuku NEXT10 as our strategy for thriving in our second century. Here is a progress report.

In “Nakayamafuku NEXT10” Phase 1 (FYE March 2017 to FYE March 2019), we carried out measures based on our Business Strategy and worked to build earning capacity, but our net sales of ¥48.4 billion fell short of our medium-term management target of ¥50 billion.

As we begin “Nakayamafuku NEXT10” Phase 2 (FYE March 2020 to FYE March 2022), we are setting a new medium-term management target of ¥55 billion in net sales and rephrasing our Management Vision.

We will continue to promote “Nakayamafuku NEXT10” as our growth strategy for thriving in our second century. We will aim for net sales of ¥70 billion in FYE March 2025, our 100th year in business.

Phase 2 Outlook

Management Philosophy

Coexist with society, and use our business activities as a means of contributing to society by helping our shareholders, suppliers, customers, employees, and other parties we deal with to achieve happiness.

Management Vision

Nakayamafuku aims to develop markets, grow as a company, and enrich the environment in which people live through the home products we sell and the information we distribute.



Medium-term Management Target

Net sales ¥55 billion in the 76th Term ending March 2022



Business Strategy

Strengthen original products, expand sales channels to markets abroad, develop new sales channels, expand shares in existing markets

Business Strategy

Strengthen original products

We will work to develop attractive products and offer interesting information, and these initiatives will include collaborations with Group companies.

Expand shares in existing markets

We will work to expand export trade in Japanese products and their sales in local markets.

Develop new sales channels

We will work to discover and develop new merchandise and use technology to get into new markets.

Expand sales channels to markets abroad

We will closely manage profitability in existing markets as we endeavor to bolster our management framework and will invest management resources to expand our share.

Precaution on future outlooks

Forecasts of business results contained herein were based on economic conditions, market trends, and plans foreseen at the time of writing. We cannot guarantee the accuracy of this material or whether planned figures and/or policies will be achieved in future. Actual business results may vary because of a wide range of factors going forward.

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As we approach our 100th anniversary, becoming
a company fit to survive the next 100 years