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How to Proceed in Making Our Vision a Reality



How should we proceed in order to achieve our goals?

We will make our Business, Function, Attribute, Regional and Corporate Culture visions a reality based on the key concepts of "Improvement," "Creation" "Autonomy (being your own boss)" and "Harmony."

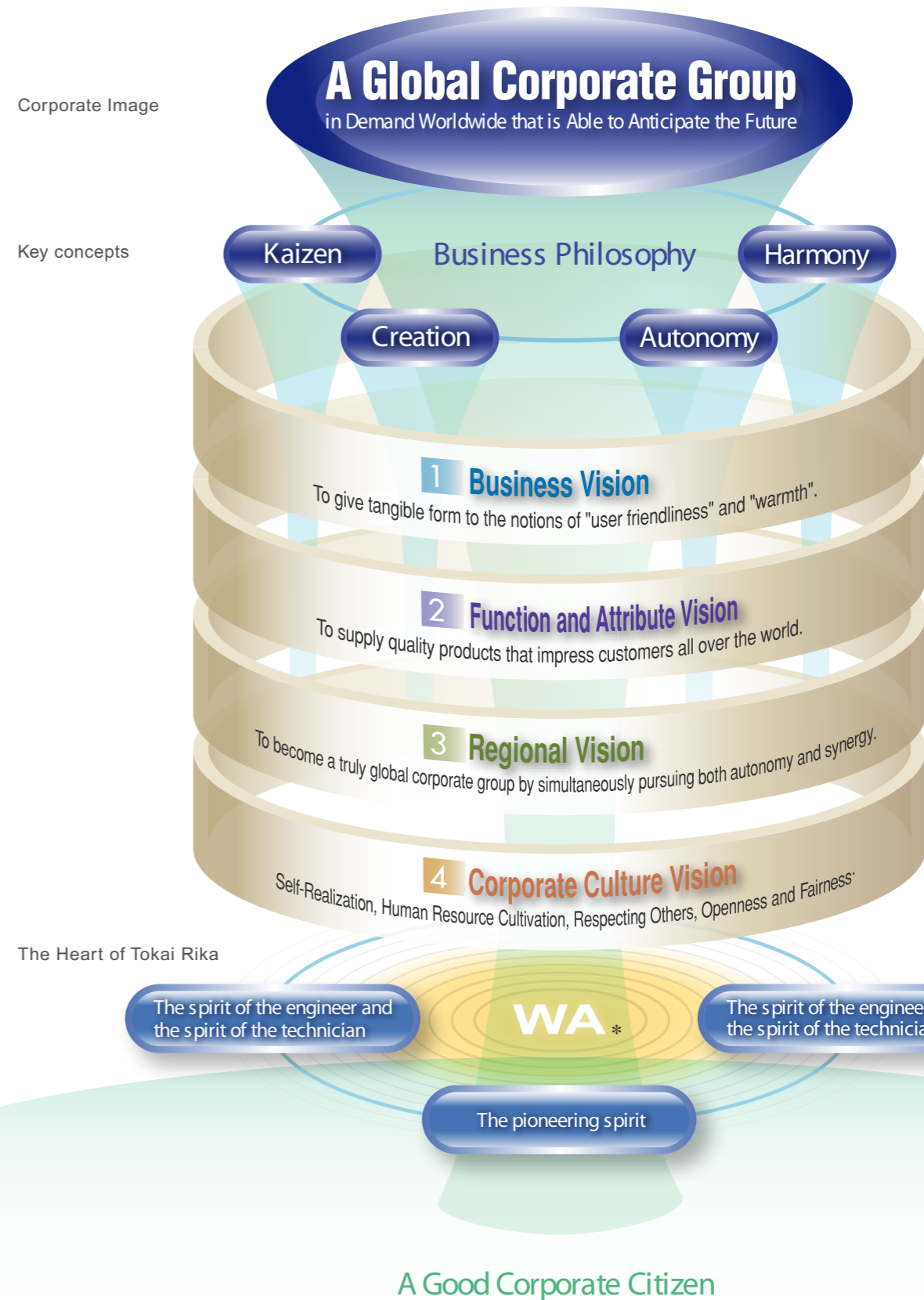
Now that we have established our vision for 2015, in order to make these goals reality we must clarify our fundamental plan.

That plan is to realize our goals for Business, Functions and Attributes, Regions and Corporate Culture based on four key ideas: "Improving" the quality of all kinds of work, "Creating" a path to the future by taking on such challenges as new monozukuri, achieving "Autonomy", through which we think for ourselves, discipline ourselves and take responsibility for our own actions, and lastly "Harmony", that will let us forge close relationships with our partners from a variety of regions and fields and help us grow in company with them.

In order to realize these visions, we need to give a concrete shape to these key concepts throughout every place we work and strive to put them into practice through the collective efforts of all associates throughout the group.

Since the foundation of Tokai Rika Group the "DNA" of respecting harmony among people has been continuously handed down and inherited. We have continued to pass on predecessors' sense of values to subsequent generations by further honing the principles involved and by trusting in our strengths to carry us toward our goals as a team regardless of any challenges.

KAIZEN and Breakthrough with Confidence.
To further develop the strengths we have been cultivating and push forward with confidence.



* WA (unity/power of teamwork/tenderness/peace/harmony)