

Position as a Manufacturer-Vendor (The role of being both a producer and a vendor)

YAMASHITA KOGEI INC.

Manufacturing Function (Manufacturer):

Production at domestic (Japan) partner factories

Production at Chinese subsidiary factories

Bamboo products (Sustainable materials)

Wood products

Vendor Function (Vendor):

Ceramic products

Glass

Other crafts and daily goods

Metal products

Advantages

- Develop products using a wide variety of materials.
- Quickly bring new products to market through vendor function.
- Reduce logistics costs and specialist fees, thus keeping product prices low.
- Direct connection with nationwide distribution channels, reaching end-users.
- Commercial development using lifestyle and retail store information.