

Seminar information



For people in different fields

Basic knowledge required for new business planning for the manufacturing industry

Overview of activities in the manufacturing industry

3rd August 2020

Kaoru Kawata

R&Next Design Inc.

Kaoru.Kawata@R-NextDesign.com

● Seminar outline

1. Target person

- Those planning a new business for the manufacturing industry
- Those who are looking for a clue for conversation with manufacturing customers
- Those who are in the position of business management instructing business planning etc.

2. Purpose

The purpose is to acquire the basic knowledge necessary to describe a "story-oriented and sustainable business" by taking a bird's-eye view of activities in the manufacturing industry from the viewpoint of "function or role assignment", and grasping the events that are regarded as "problems" in each area in relation to other functions

(Refer to the seminar contents on the next page)

● Seminar contents

1. Introduction (Past)

- What "purpose" is created (Thing you want to do)
- What "value provision" was used as a livelihood (Setting of means)
- what "manufacturing industry mechanism" was established (View of the world so far)

2. Inside that (past to Now)

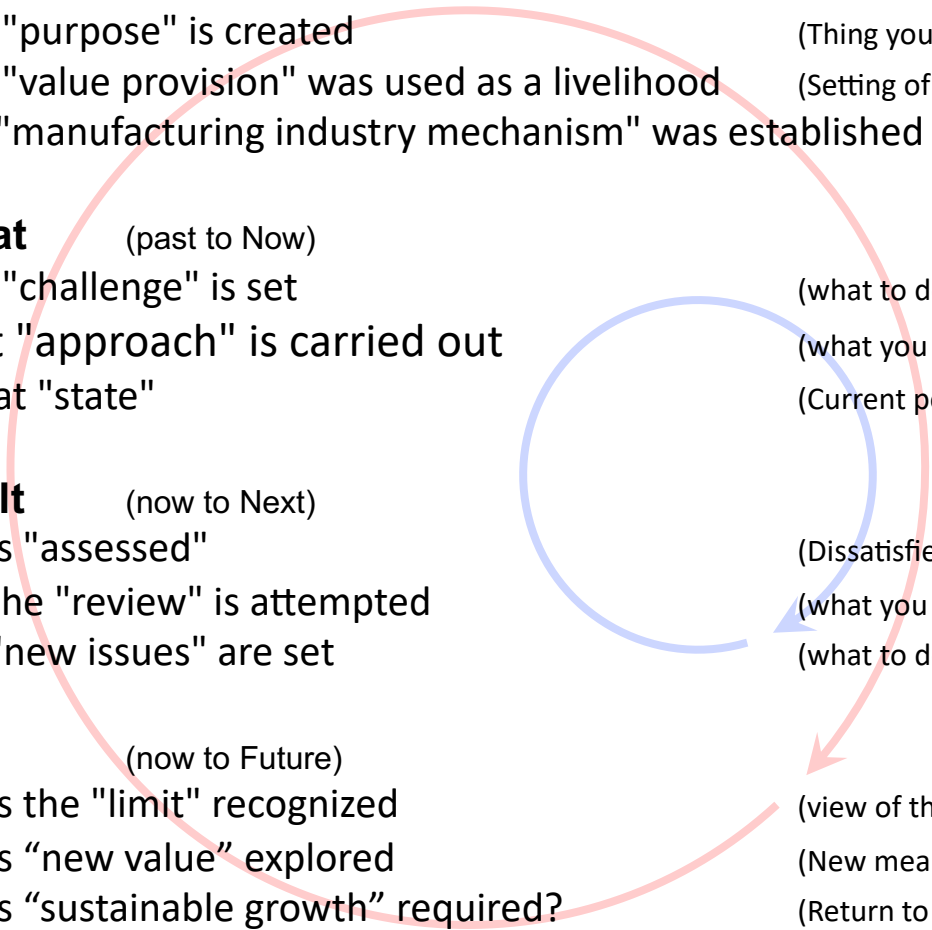
- What "challenge" is set (what to do)
- What "approach" is carried out (what you can do)
- In what "state" (Current point reached)

3. as a result (now to Next)

- How is "assessed" (Dissatisfied, dissatisfied)
- How the "review" is attempted (what you can do next)
- How "new issues" are set (what to do next)

4. And now (now to Future)

- How is the "limit" recognized (view of the world to be reviewed)
- How is "new value" explored (New means)
- How is "sustainable growth" required? (Return to the original purpose)



The logo consists of two red circles of different sizes, with the larger one on the left and the smaller one on the right, partially overlapping.

R&Next Design Inc.

アール・アンド・ネクストデザイン株式会社