

Roles and Functions of Electronics Trading

Ryosan's Quest to be a System Coordinator

July 6, 2001

Ryosan Company, Limited

President Tatsuo Ui

Ryosan Basic Ideals/Corporate Social Responsibility

**Respond to the
expectations of society**

**Responsibility as
a member of society**



*Self-realization that
the corporation is a public
institution*

Ryosan Basic Ideals/Corporate Direction

System coordination for electronics

(Creating opportunities and supplying the necessary technology
for linking electronics with society)



**The harmonious fusion of
human and technological progress**



Ryosan's Mission

Corporate growth as a Mission-oriented company

*(Principle defining growth as “the increase
in the extent of Mission-realization”)*

Creation of Corporate Value

*(Principle defining growth as “the increase
in the extent of stockholder value”)*

The increase in the extent of Value-exchange

*(Principle defining growth as “the increase
in the extent of Value-exchange” with the stakeholders)*

Three Functions of an Electronic System Coordinator

Information Function = Data Supply Function

Gather data on the needs and trends in technology and provide it to customers as accurate information

Solution Function = Technology Supply Function

Integrate expertise and knowledge with advanced technology, to offer the best possible solution to the customer

Distribution Function = Logistics Supply Function

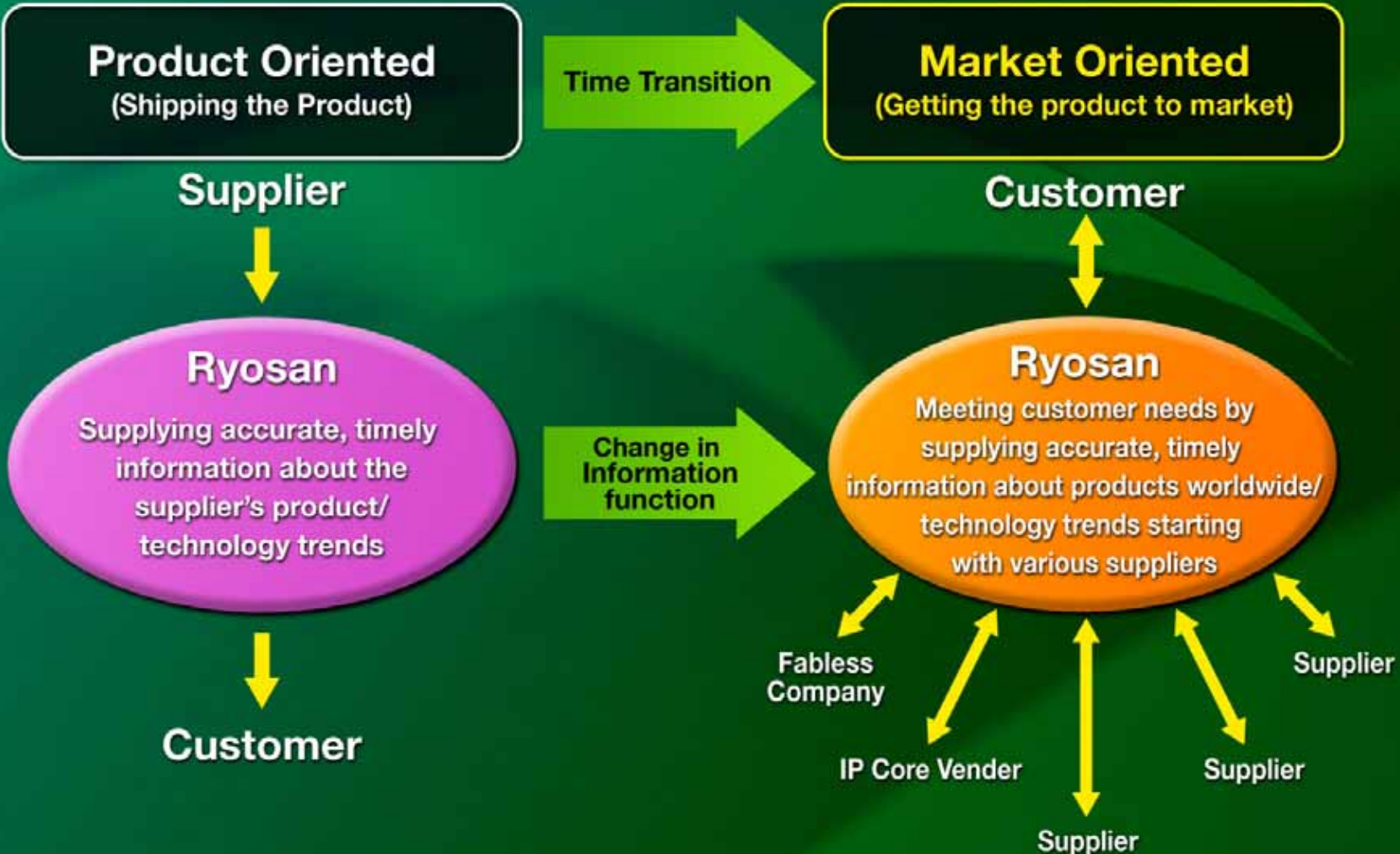
Delivering required products to the required locations in the best possible condition



**Three functions in constant evolution
create *Improved Customer Satisfaction* and
*Valued Existence***

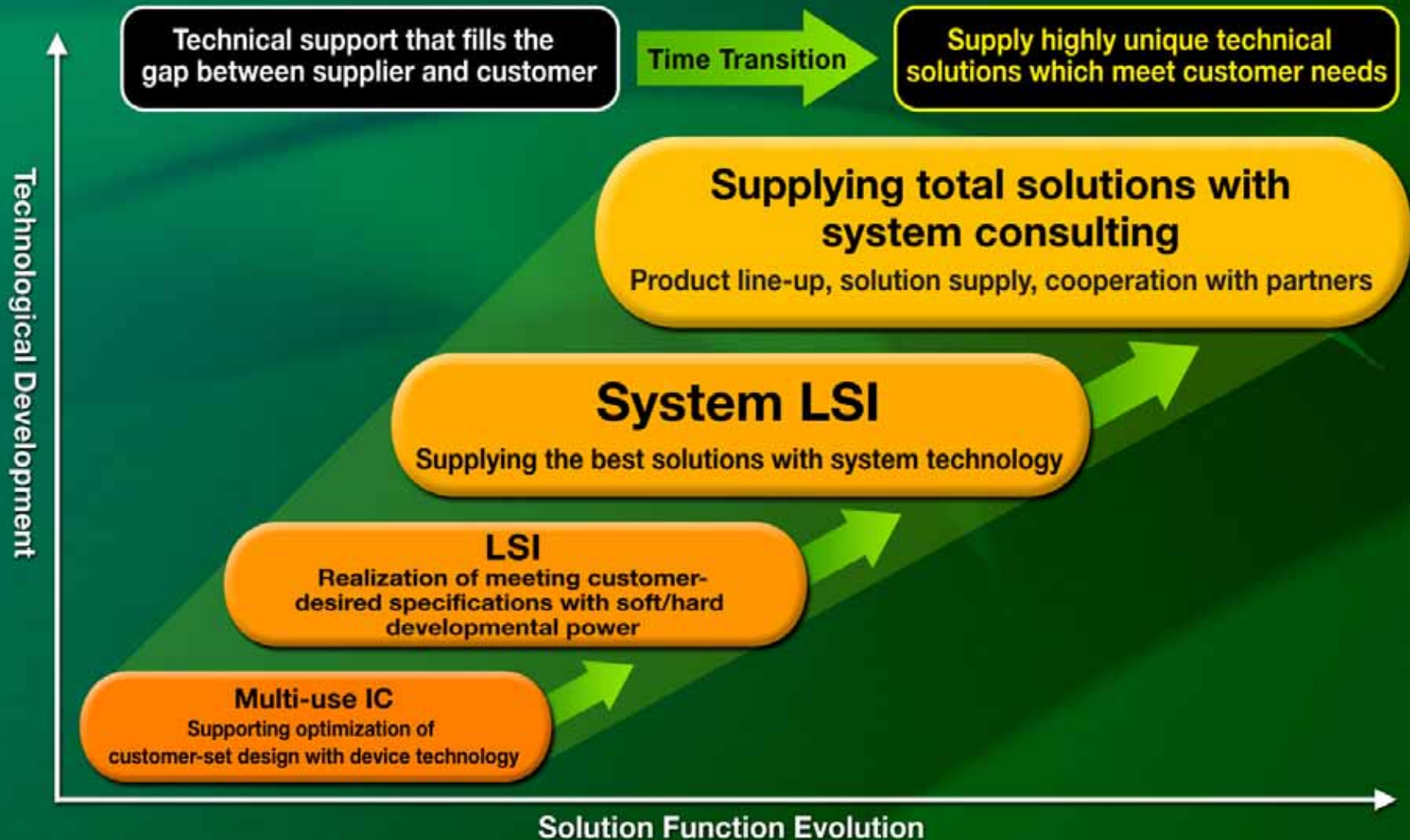
Information Function = Data Supply Function

Gather data on the needs and trends in technology and provide it to customers as accurate information



Solution Function = Technology Supply Function

*Integrate expertise and knowledge with the latest technology,
to offer the best possible solution to the customer*



Distribution Function = Logistics Supply Function

*Delivering required products to the required locations
in the best possible condition*

Customer needs require diversification
and development

- Organic integration of the newest automated warehouse and information system to supply a Speedy, Detailed and Cost Efficient distribution service

The establishment of the Kawasaki Sogogyomu Center (November, 1999) began a challenge to create the most efficient, most complete distribution services

System coordinator origins



Distribution service

- By going beyond simple Storage and Delivery to supply a Distribution Service which takes into account customer/supplier operation processes

