

We will do our best to listen to our consumers' needs and wants and turn them into attractive products and services, and to bring those "values" to as many consumers as possible.

Sales
JP¥ 34,876

The No.1 men's cosmetic brand, Gatsby consolidated net sales in the fiscal year ended March 31, 2013


■ Provide Products That Express the Needs and Wants of Consumers

The needs and wants of consumers differ depending on country or area and are constantly changing in line with various trends and lifestyles. To embody these needs and wants in our products, we undertake product development from the perspective of consumers.

Regarding product development, in addition to tracking consumer lifestyles, consciousness, and preferences, we extensively research market and store product trends to identify consumer needs and wants. Based on the results of this research, we design high-quality, appealing, and distinctive products that satisfy consumers in every way possible. However, we do not stop there. Once a product is sold, we analyze consumer feedback and verify product trends to improve product quality and identify new needs and wants. The results of verification are then reflected in the next cycle of product development.



Million



■ We Engage in Technical Development with the Aim of Integrating Our Technology and Sensibilities

In order to offer products that satisfy consumers in terms of value, we pursue novelty and comfort while engaging in technical development with the aim of integrating our technology and sensibilities.

Concerning our technical development, we evaluate products based on consumers' definition of quality in order for consumers to use our products with peace of mind. In addition, we strive to bring customers novelty and comfort by studying the mechanisms of grooming and cosmetics, and by coming up with new and promising technologies that will improve the applicability and effectiveness of our products. We also work to enhance the functionality, usability and consistency of products by simulating a variety of daily and lifestyle scenarios.