

Providing High-Quality, Reasonably Priced Products That Can Be Purchased by General Consumers in Asian Countries and Regions

In every Asian country and region, Mandom targets the general population, the “mass market.”

To provide products to as many consumers as possible, we have created a stable and efficient system to supply products via three bases, in Japan, Indonesia and China.



Production and Supply



Establishing the Production Strategy Division to Devise Strategies for Supplying Products around Asia

In April 2012, we established the Production Strategy Division in Japan to reinforce our group-wide function for formulating production and procurement strategies. By increasing the level of interaction with marketing strategies, this office aims to ensure optimal product supply on a pan-Asian level.

An Asia-Based Global Production and Supply System with Three Manufacturing Locations

Mandom has three manufacturing bases that enable it to supply products appropriately throughout Asia and allow for future growth. Our Fukusaki Factory in Japan serves as the Group's "mother" factory, taking the lead as an innovation center with technological and production functions. Located in the heart of the ASEAN region, our factory in Indonesia is well positioned to serve global markets via the United Arab Emirates and on to the Middle East and Africa. This factory is central to our manufacturing system, which excels at providing high-quality products at reasonable prices. Our factory in China supplies products to the country's domestic market and supplementary production for the Group.



Fukusaki Factory (Japan)

Site area: 71,058 m²
Production volume: 171 million units



Zhongshan Factory (China)

Site area: 27,253 m²
Production volume: 12 million units



Head Office / Factory 1 (Indonesia) (Manufacturing plant)

Site area: 147,936 m²
Production volume: — Note: The Former Sunter Factory 2014 production volume: 731 million units.

Factory 2 (Indonesia) (Factory for molding plastic containers)

Site area: 54,442 m²
Note: Annual production volume comprises the results for fiscal 2014.