

Mandom Terminology

Seikatsusha (liver) and Shouhisha (consumer)

Mandom's value lies in providing products that can help bring comfort, richness and enjoyment in everyone's life. For Mandom, rather than providing for the needs of "shouhisha" (in Japanese, literally "people that consume") by only incorporating "quantity," satisfying "seikatsusha" (in Japanese, literally "people that lead a life") who seek "quality" is at the heart of our business. That is why, at Mandom we refer to our customers as "seikatsusha" rather than "shouhisha."

Passive, Proactive, Kyodoh ("cooperation")

"Passive" refers to a passive attitude of doing nothing until being requested (instructed) by other people, only doing what is instructed. By contrast, "proactive" refers to the attitude of working proactively based on one's own thoughts and intentions. And as there is a limit to the things that one person can handle, with the concept of "proactive" above in mind, in order to bring out maximum capability it is necessary for people with different abilities to cooperate with each other based on the unifying force of a common philosophy. This is what we call "kyodoh" (cooperation). At Mandom, we define "kyodoh" (cooperation) by combining two words, "kyoryoku," which means cooperation between different types of people, and "jidoh," which means working proactively based on your own thoughts and intentions.

Wants and Needs

Consumers have ideals they wish to be met and be satisfied, but in reality, when their ideals cannot be met they get dissatisfied. By general marketing definition, the gap between the satisfaction and dissatisfaction of consumers are the needs, and the "wants" are the specific method to meet the needs. Mandom not only accurately understands needs from consumers' dissatisfaction, but also provides values of customer satisfaction by thinking how it can meet and address with those needs. That is why, at Mandom Group we use the word "wants."

KohDoh (thoughtful action)

The word commonly used to refer to "action" ("行動" in Japanese, pronounced "kohdoh") means to do something for a certain purpose. However, the word "考働" (also pronounced as "kohdoh" above, but written differently) used at Mandom means to always think about the purpose and aim, to keep them in mind and take actions to match, and to always perform with ingenuity the best action possible, that is, "worthy actions."



High-quality and low-cost products

"High-quality and low-cost products" is one of the founding mentalities that the founder of Mandom Group Shinpachiro Nishimura cherished. "High-quality and low-cost products" means to provide consumers with products of unique quality and value that exceed the price, and to obtain profit by the spread of the products, thereby maintaining social significance.

In other words, this means that the origin of "contribution to consumers," that is, "Dedication to Service (Oyakudachi)" had already emerged since the founding.

Human Resources

Usually, when referring to “persons” in a company, we can say that “人材” (“human resources” in Japanese, pronounced “jinzai”) is the term often used. However, at Mandom we use the term “人財” (also pronounced as “jinzai” above, but written differently, meaning “human assets”) to refer to people. This is to view “people = employees” as assets of paramount importance, as it is said that “a company is only as good as its people.” Mandom defines “human assets” as those who can understand the company’s policies and perform their roles based on a philosophy, nurture their juniors, and achieve their own self-fulfillment.



Health, Cleanliness, Beauty and Fun

Mandom’s business domains are “health,” “cleanliness,” and “beauty.”

“Health” is related to the health of consumers.

“Cleanliness” keeps people’s body and living environment clean and comfortable.

“Beauty” fulfills people’s aesthetic needs.

However, we do not simply keep these domains side by side, but by entwining them with the element of “fun,” we provide products and services that are unique to Mandom that cannot be found elsewhere.

Mandom provides benefits that consumers feel subconsciously by incorporating an element of “fun” in all products and services.

Intellectually charged

In order to become a strong organization, good teamwork is of utmost importance. Teamwork is built on trust, and each member needs to show their individuality and always have a relationship in which everyone can speak their mind, in order to achieve their goals. “Intellectually charged” refers to a place where everyone can have discussions and practice the creation and sharing of knowledge in order to build these cultures.

Explanation of the MISSION Framework (pages 2 to 3)

Human to Human

Expressions such as B to B (Business to Business) and B to C (Business to Consumer) are often used to express business models.

At Mandom, we have set as slogan “Human to Human” to clearly express that we are a “human-oriented” company that values “connection between people.”

“Human to Human” is a phrase that symbolically expresses the MANDOM MISSION.

MISSION Design (M mark)

The MISSION design “M mark” is a design of people holding hands, symbolically expressing our “Human to Human” MISSION slogan.