

MANAGEMENT ENVIRONMENT

We formulated the management vision with emphasis on the following four points.

Coming of age of tough competition among railway lines

Various problems such as depopulation, the trend toward the nuclear family, and increasing single-person households would accelerate the liquidation of residential areas, which, as a result, will cause customers to select their own favorite living areas, thus inviting an age of tough competition among railway lines.

Lifestyle Diversification and Enhancement

Diversification of individual values and the progress of information technology tend to cause customers to respect their own lifestyle values, and to pursue those things that can truly satisfy them.

Increasing Expectation of the Social Role of Companies

Customer awareness of safety and the environment is being raised, which will make the social role of the company in these areas much more prominent.

Generalization of Business Expansion with Tie-ups

Tie-ups and M&As enable business expansion methods to be diversified and generalized, so as to realize new capital tie-ups and alliances.