

Business Model

Value Unique to Casio

Value unique to Casio refers to maximizing the strengths of the Casio Group and linking those strengths with latent market needs to create new customer value.

Maximizing our strengths means to continue achieving innovation in our proprietary technologies and assets such as our robust G-SHOCK technology and the GAKUHAN business model.

Discovering latent market needs means to apply Casio's unique creativity towards identifying the latent needs that exist in megatrends.

Social Capital

Financial capital

Manufacturing capital

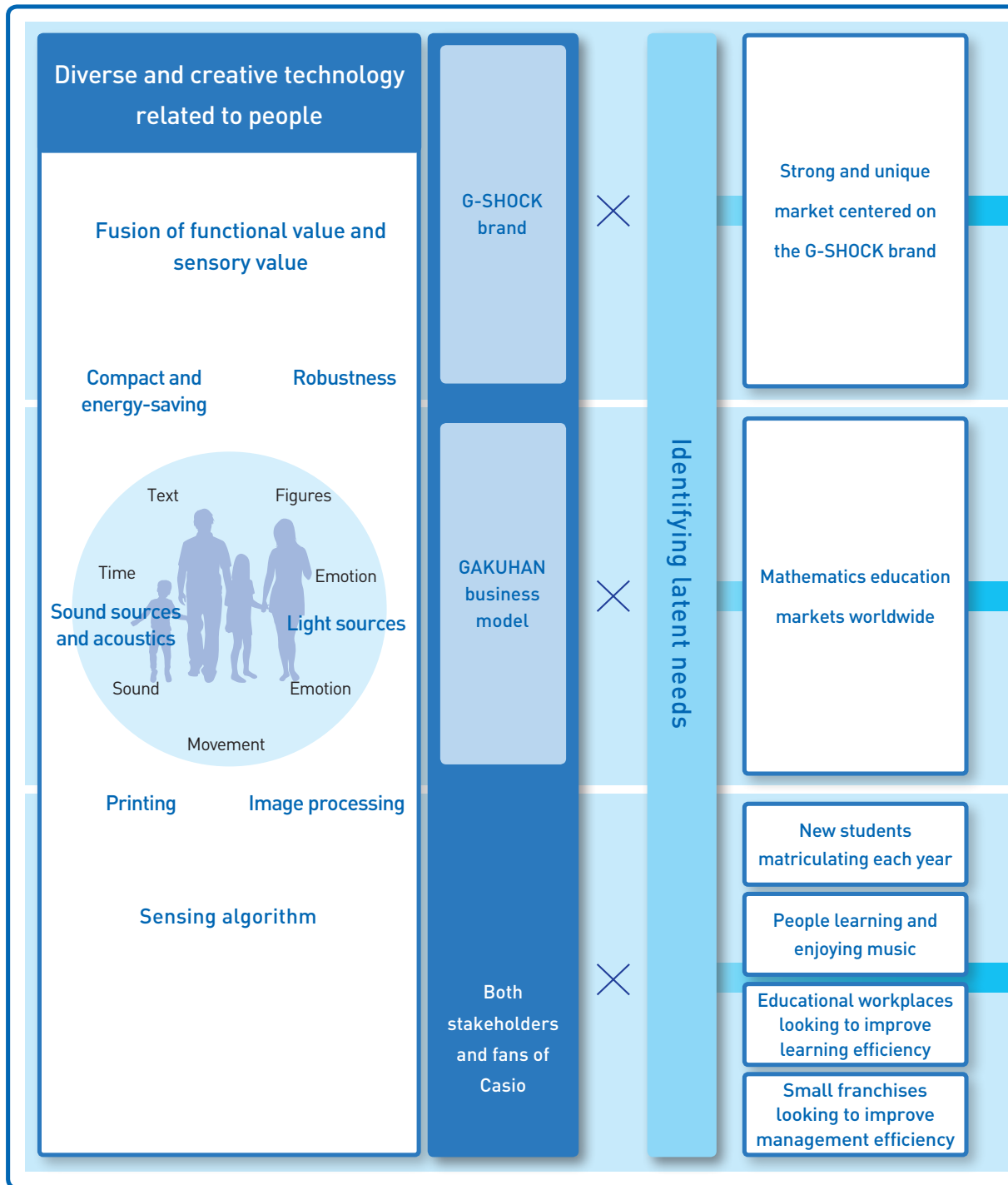
Intellectual capital

Human capital

Social and relationship capital

Natural capital

Maximizing Strengths



Finished products and services that address the latent needs of users help provide people with the surprise and value that leads to new experiences. Such products and services grow to become a valuable part of people’s daily lifestyles. Creating a familiar and valuable life partner; something whose existence is so familiar that users may not realize the product is made by Casio until they hold it in their hand. Working together with users to foster the growth of new markets. Providing the new surprise and value that fosters the continuous evolution of the user experience. This represents the value creation process embraced by Casio.

