

Value Creation Model

Casio aims to create new culture and contribute to society by implementing a value creation cycle that focuses on latent needs and new user experiences while combining and improving its unique strengths.

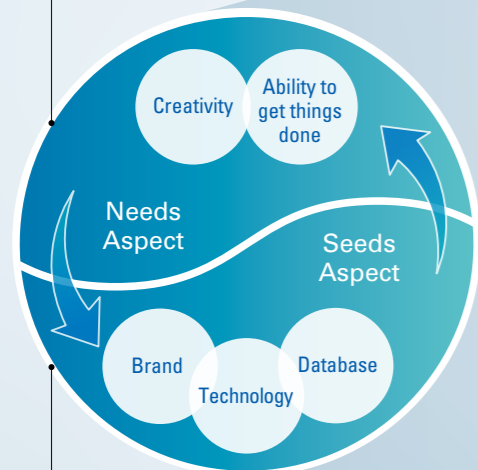
This cultural creativity and activities to continually maintain and develop culture based on “Creativity and Contribution” define the Casio’s approach to value creation.

Sources of Value Creation

There are two aspects to our value creation: the needs aspect, which involves the strong desire to create new value, and the seeds aspect, which involves the technology, brand, and database that we have cultivated over the years. The ability to bring these two aspects together is a unique strength of Casio.

Needs Aspect

Value spreads and takes root by looking into the future and not just creating new value but continuing to produce that value. G-SHOCK, which has continued to satisfy various needs according to the times, and GAKUHAN activities involving scientific calculators, in which we developed an educational method together with education ministries, schools, and teachers in various countries, are good examples of this.



Seeds Aspect

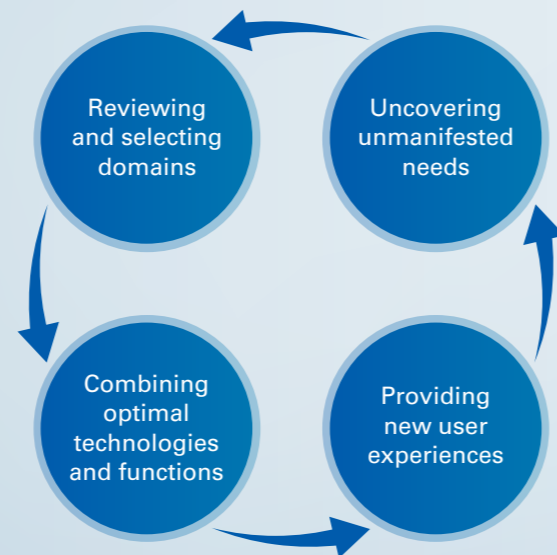
Technology Continually improving technology to satisfy the times, such as digitalization technology and miniaturization, weight reduction, slimming, and energy-saving technology (Examples: Miniaturization/energy conservation, durability, sound source/acoustics, light sources, printing, image processing, and sensing algorithms), including co-creation with outside parties

Brand G-SHOCK, of which a total of more than 100 million units have been sold, scientific calculators used in 100 different countries, etc.

Database Various user data assets accumulated through business

Value Creation Cycle

The starting point of Casio’s business activities is to uncover unmanifested needs. There is an infinite amount of latent needs, so we review and select domains while considering the effectiveness of management resources and combine the optimal technologies and functions, including those of outside partners. This allows us to provide value in the form of new user experiences, which leads to the uncovering of more latent needs. We see this cycle as the engine by which Casio creates value.



Value Provided

Creating and developing new culture

In the present society, lifestyles, hobbies, and preferences are becoming increasingly diverse. If new user experiences are enjoyed as value and if you can bring about great significance, it will penetrate people’s daily lives and come to life as culture. Moreover, if you can continue to develop that culture, it can contribute to people’s lives and the richness of society. This, in turn, becomes fertile soil for coming up with solutions to various social issues.

This value creation comes from the starting point of “Creativity and Contribution.” By creating value through the creation of this kind of new culture, Casio will continue to contribute to society.

Related SDGs

