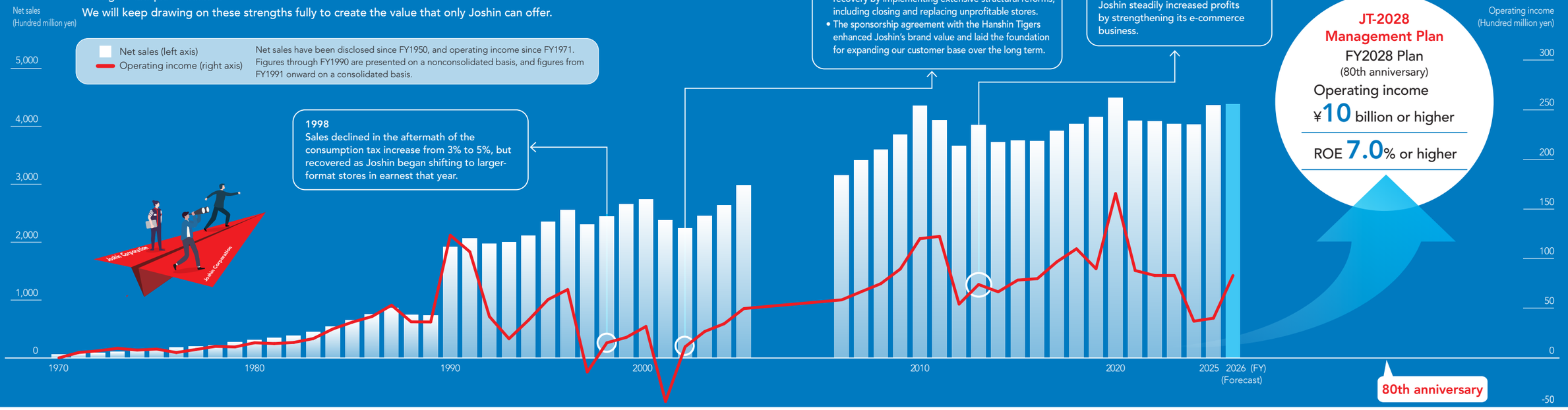
History of Value Creation

Since our founding, we have continued to grow by repeatedly turning challenges into opportunities, while developing strengths unique to Joshin.
We will keep drawing on these strengths fully to create the value that only Joshin can offer.



1948 – 1960s

Joshin started as a home appliance parts store in Nipponbashi, Osaka. In 1954, we switched our business to become a home electronics and appliance store. This established the basis for our community-based company approach.

Business Developments

1948 Founded Joshin Denki Shokai
1954 Transitioned from a parts retailer to a home electronics and appliance store
1956 Established a service department Industry first
1965 Introduced radio-equipped service vehicles


Osaka's Nipponbashi at the time of Joshin's founding


Service department members at its founding

1970s – 1980s

Expanded our store network primarily in the Kansai region, went public in 1972, and became Japan's top air conditioner retailer by sales in 1976. Enhanced our market recognition and trust as a home appliance retailer by opening both large-scale and specialty stores.

1974 Began interest-free credit payment service (Rakuraku Credit)
1974 Began TV shopping service Industry first
1981 Opened large-scale specialty stores for personal computers Industry first
1988 Newly established KIDS LAND, Joshin's strongest sub-brand Industry first
1989 Launched the Joshin Members Card and began using POS systems for customer management



Large PC specialty store at the time



SUPER KIDS LAND Main Store (present day)

1990s – 2000s

Changes in the home appliance retail industry and the economy led to a period of stagnation. Established new sales methods such as launching an e-commerce site and introducing a points program. We continued to build the foundations for the next stage of growth while learning by trial and error.

1990 Reorganized Joshin Service Co., Ltd. by merging with Joshin Logistics Co., Ltd.
1997 Started a five-year repair warranty service, "5 Long Run" (the current long-term repair warranty service)
1998 Started a three-year repair warranty service, "3 Long Run," for business users (the current three-year repair warranty service for corporations)
2000 Launched the online store Joshin Web
2002 Became a sponsor featured on the Hanshin Tigers' helmets



Sponsor advertisement on Hanshin Tigers' helmets

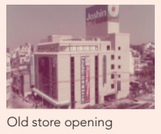
2010s – 2020s

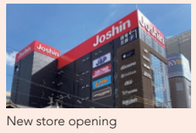
Expanded new lifestyle-related solutions, including home renovations and mobile communication services. Initiatives such as "Wholehearted Renovation" and virtual stores drove the transformation from a "home appliance retailer" to a "hub for the infrastructure of life."

2012 Commenced full-scale operation of the Home Maintenance Service business
2014 Commenced full-scale operation of the Wholehearted Renovation business
2018 Introduced electronic shelf labels (electronic price tags) at all home appliance stores Industry first
2021 Completed construction of the new Kansai Ibaraki Logistics Center
2022 Opened the flagship Nipponbashi Store in Nipponbashi, Osaka, where Joshin was founded
2023 Launched the Joshin Smile Program


Electronic shelf labels


Kansai Ibaraki Logistics Center


Old store opening (Nipponbashi Store)



New store opening (Nipponbashi Store)

2026

Looking ahead to our 100th anniversary in 2048, we need to rebuild our business foundation to enable sustainable growth and enhance corporate value as the new Joshin Group. Under the JT-2028 Management Plan, we aim to evolve into a lifestyle support company by developing a chain of "local electronics stores that are also mass retailers," combining the extensive product selection of a mass retailer with the attentive service and responsiveness of a community-based local electronics store.

2026 Made Joshin Reform Kinki Co., Ltd. (formerly DO Reform Co., Ltd.) a subsidiary
2026 Changed our trade name to Joshin Corporation (April 1)
Held a participatory induction ceremony on the date of the trade name change
— Red Paper Airplanes Carrying the Resolve of New Employees Take Flight All at Once—
New employees folded Red Paper Airplanes bearing their aspirations and goals and flew them together with executives in a ceremony called "Joshin's Something Red 2026" to celebrate their new beginning. The same event was also held at each business location.

