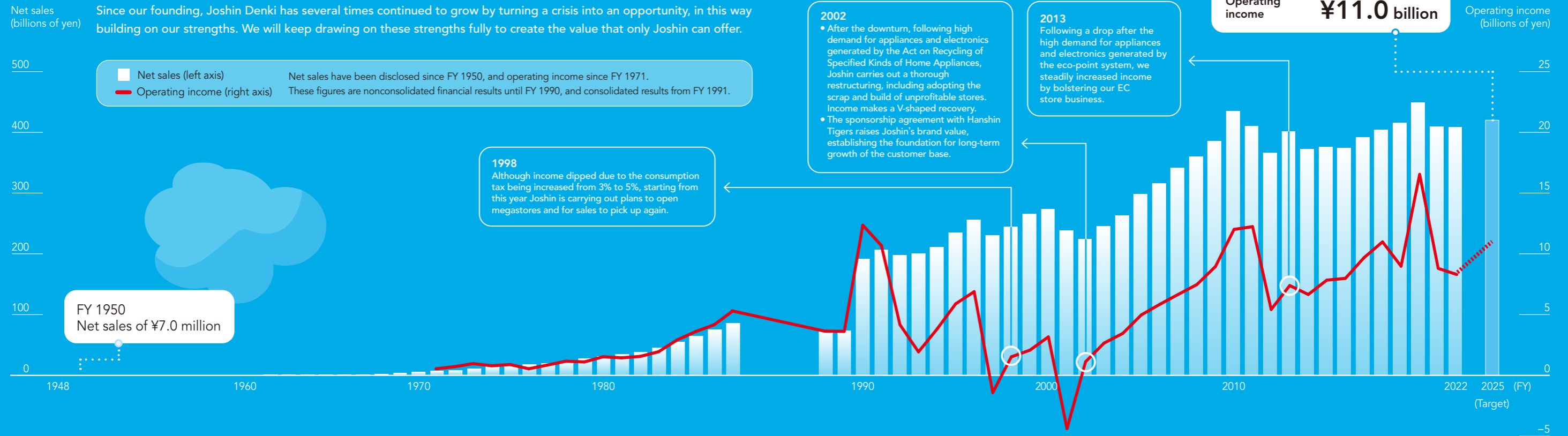


History of Value Creation



1940s–1960s | 1970s–1990s | 2000s–2020s

1948 Joshin is founded

Joshin starts up as a home appliance parts store in Osaka Nipponbashi, Osaka. In 1954, we switched our business to become a home electronics and appliance store.

More than 500,000 items targeted at markets across Japan

1974 1st in the industry

Joshin launches TV shopping service

Joshin pioneers TV shopping service, the first in the industry. This service helped raise Joshin Denki's profile and boost store sales.

Brand building as a pillar of the strategies to attract customers from wide areas

1988 1st in the industry

Joshin establishes the principal sub-brand KIDS LAND Joshin

Joshin begins the operation of KIDS LAND Joshin, the first brand launched by a major electronics store that offers toys, models, and TV games. We earned one of the biggest market shares for model sales in Japan.

Brand recognition with a wider range of consumers

2002

Joshin sponsors ads for the Hanshin Tigers helmet

As part of our strategy for corporate identity (CI), Joshin staged publicity that featured the Hanshin Tigers, Kansai's enormously popular baseball team. The strategy raised our profile and brand value, dramatically increasing the company's net sales and membership.

Contributing to the growth of the EC website business by improving the efficiency of inventory and shipping, developing a BCP, and controlling GHG emissions, all at the same time

2021

The Kansai Ibaraki Logistics Center was launched

The new logistics center was built in Ibaraki, Osaka, to pursue Joshin's business strategies, enabling the Company to manage all inventory from one place for real and EC stores.

Building new store branding for Joshin

2022

Opened our Nipponbashi flagship store in Nipponbashi, Osaka, where the Company was founded

We renovated the flagship store and seismically strengthened it in line with an improvement initiative for stores built to the old quakeproof standards. We also integrated and reorganized this store and our brand in line with Nipponbashi's market characteristics, which have changed over time. This renovated flagship store will attract many people over a wide area, mostly in the Kansai region.

Highly professional after-sales service for home electronics and appliances

1956 1st in the industry

Service department established

Joshin sets up a service department to offer a well-developed all-in-one service package that covered the entire process from sale to after-sales service. Today, Joshin Service's after-sales service includes delivery, installation, and repairs.

Know-how in personal computer sales built on one of the best experiences in Japan

1981 1st in the industry

Opened the industry's first large-scale specialty store for personal computers

Joshin was the first to sell personal computers as home electronics in Japan. Information communication devices have grown to become the mainstay of this segment, making up 20% of our sales today.

Marketing and big data accumulated from data of 1.4 billion purchases

1989

Joshin issues the Joshin Membership Card and launches customer management through a POS system

By creating a customer database, Joshin establishes the foundation for improving membership services and for varied marketing techniques.

Introduced as part of dynamic pricing

2018 1st in the industry

Introduced electronic shelf tags (electronic pricing) in all appliance stores

To realize dynamic pricing and support our workstyle reforms for employees, we introduced electronic shelf tags (electronic pricing) for small and medium-sized appliances as a first initiative in the industry—in all of our appliance stores. Further, in September 2019, we introduced electronic shelf tags for large appliances (televisions, air conditioners, etc.).

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2023 75th anniversary of our founding