

# Nichiban Co Ltd in Consumer Health (Japan)

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## Abstracts

Nichiban Co Ltd aims to contribute to the general wellbeing of Japanese society by creating high-value wound care products in adhesive tape format. Nichiban's management encourages an entrepreneurial spirit within the organisation by promoting its core values, the so-called '3 Cs': Consumer oriented, Creative development and Communicative organisation. Nichiban Co Ltd has committed itself to offering very high quality products in order to meet rising consumer demand and contribute to the growth...

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## Contents

Strategic Direction

Key Facts

Summary 1 Nichiban Co Ltd: Key Facts

Summary 2 Nichiban Co Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 3 Nichiban Co Ltd: Competitive Position 2012

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