

# Pilot Corp in Luxury Goods (Japan)

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## Abstracts

After celebrating the 100th anniversary of its foundation in 2018, Pilot Corp continues to aim becoming the world's leading manufacturer of writing instruments in terms of customer satisfaction. In the domestic market the company is further planning and developing products which appeal strongly to consumers. The company continues to be particular about its products being made in Japan in order to sustain the high quality, functionality and value of the products. The company believes that this...

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