

Zojirushi Corp in Consumer Appliances (Japan)

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Abstracts

Zojirushi Corp aims to increase its presence internationally by 2018, which will be its 100th anniversary. The company's corporate and brand values focus on multiple aspects, including customer service, the high quality of products and the company's network with various external parties. The company's primary goal is to secure a leading position in the Japanese rice cooker market through introducing more premium priced offerings, such as the Kiwame taki brand. The company aims to expand its.

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