The Next Stage 17
Medium-term Management Plan
FY2017-FY2020
Long-term vision

Medium-term vision

Basic strategies
- Major end-users
- Catalogue item sales

Leading global manufacturer of hole-making cutting tools
- Global leader in market share (Taps, end mills, drills, and rolling dies)
- 20% operating profit margin

FY2020
- Net sales 150 billion yen
- Operating profit 30 billion yen

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Basic Strategies - The Next Stage 17

Major end-users

- Focus on the automotive industry
- Position the aircraft as a key industry as the automotive
- Develop new end-users in future fields

METHOD
Face more customers, and suggest total solutions to meet their demands

- ‘Best delivery time’ and ‘Cost competitiveness’
- Expand technical centers globally
- M&A (maximize synergy effect)
Basic Strategies - The Next Stage 17

Catalogue item sales

☑ For more customers at the industry of general engineering and mold & die all over the world

METHOD
Contributing to customers’ productivity by providing cost-performance tools timely

- Expand carbide items range
- Establish strong ‘A-Club’ distribution networks in each regions
- Strengthen inventory policy and supply chain
Effect of mass production
- ‘A brand’ marketing on each geographic segment
- Introduce new system of product management

High value-added
- Employ most advanced coating items
- Offer total solutions to customers’ needs

Strengthen a synergy in OSG group
- Evolution of core technologies at global field rapidly
- Global sales and production network between sister companies
Management Target

Management Target for FY2020
Net sales: 150 billion yen
Operating profit: 30 billion yen

- The Next Stage 17

【Net sales】
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【Operating profit】
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