


 <p><b>NIPPON SIGNAL</b> NIPPON SIGNAL CO., LTD.</p> <p>日本信号株式会社</p>	 <p>Magister Of Management Padjadjaran University</p>		<p>Name : Prapto Utomo  Student : 120820150559  Reg. Number :  Date of visit : February 1<sup>st</sup>, 2017</p>
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## COMPANY VISIT REPORT

### Nippon Signal Strategies for Strengthening Competitiveness in Global Markets

Nippon Signal (NS) was founded in 1928 to develop domestic technologies for railway signal systems. Nippon signal group vision : We help realize a more secure and comfortable society through superior technologies that provide safety and reliability. Nippon signal group mission : We strive to become a global company by pursuing world-leading technologies with ingenuity and passion to inspire our customers' Kando.\*

\* *Kando is a Japanese word that describes the sense of awe and the emotion you feel when experiencing something beautiful and amazing for the first time. It is the moment when your expectations are exceeded - you feel Kando.*

Corporate Philosophy : We will contribute to society through superior technology that generates safety and reliability, aiming to realize a more comfortable society for all. NS have 5 basic values to compete at global market : Mono-zukuri (Manufacturing), Koto-zukuri (Business), Hito-zukuri (education), Machi-zukuri (CSR), Michi-zukuri (creating the future).

Mono-zukuri division have two plant : Kuki Plant and Ageo Plant. Ageo plant have three division : Control, Production, and Quality Assurance. Under Control division there are three sub division Control team, reception and ware control team, schedule and workload management. Under the Production division there are sub division for production technology, and molding/ production assembling (waving products)/ Assembling relay/ Electricity maintenance. Under the Assurance division there are sub division for assurance, product inspection, and returned goods. Ageo factory specializes in producing single unit product that are used in railway industry, which are : Electric Railway Crossing gate, Electric(al) switch, Different types of Relay and jackboard, Impedance bond, Different types of compact (small) power supply, Track Antenna Beacon, Different types of color light signal, different types of brake shoe. By February 2017 total employee is 90, where male 62 and female 28.

NS Revenue composition in 2016 contributed from 54% from Traffic and Transportation, 22.4% from Information System, and 23.6% from Automatic Fare Collection Systems. To achieve this NS have Three Basic Strategies for Strengthening Competitiveness in Global Markets :

(1) Growth/Investment Strategy with Steadily carry out open innovation and investments in growth, Remain maintain domestic as core market and NS be sure to seize these opportunities by increasing their presence globally to expanding our overseas business especially in Asia and other emerging countries. NS will deliver new value by providing safety, security and comfortability. This can be achieve from NS strength in sensor technologies with ICT to deliver current problem solutions.

(2) Human Resources Strategy with Evolve into a value-creation corporate group with diverse specialists. The source of a company's strength is its people, NS is committed to developing its human resources capable of supporting its mission in society thanks to their advanced professional skills and genuine human values. As part for this initiative NS developing employee so that they can contribute for business growth as well as carried out the global research program to international universities where all classes are taught in English.

(3) Manufacturing Strategy with Establish production system that is more competitive globally. NS will strengthen both design processed and production capability while pursuing production automation in order to realize quality, cost and delivery competitive in global markets. For other production outside Japan plant have function to "produce" refers to creating new production processes and developing new production sites. "develop" means supporting construction of production lines and training local employees. "monitor," refers to monitoring and controlling production and quality. This way will enable NS to optimize productivity across the entire the global market competition.

Documentation

