

Brother's unique manufacturing system and various management resources support its value creation

The business model of the Brother Group is to place customers first, everywhere, every time, with the "At your side." spirit in mind, and create and quickly deliver superior value through Brother's unique management system "Brother Value Chain Management (BVCM)" while responding to diversified customer needs and challenges.

A variety of management resources, such as "Product development," "Technical capabilities," "Talent development," "Global structure," "Flexibility" and "Cooperation with business partners," support Brother's manufacturing through its BVCM.

