

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

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

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.



The Sustainable Development Goals (SDGs), the successor to the 2001 Millennium Development Goals (MDGs), are a set of international goals from 2016 to 2030 included in the 2030 Agenda for Sustainable Development, adopted by the UN Sustainable Development Summit held in September 2015.