





2. PHILOSOPHY ON FLEXIBILITY
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NISSAN'S HISTORY
• 1933 Nissan was formed, called the Datsun Company
• 1955 Datsun, included in production and exports
• 2003 Japan took the United States as the world's top automobile producing country
• 2011 Japan was struck with earthquake, tsunami and nuclear emergency
• Nissan suffered a huge damage from the disasters
• Coastal factories / Plants were damaged
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OUTLINE

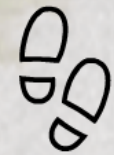
1. Nissan's History
2. Philosophy on Flexibility
3. Risk Management
4. Response to Crisis
5. Recovery Committee
6. In Results

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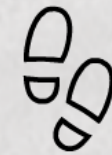
The Yogyakarta Earthquake: IFRC's First Experiences with the Decentralized Supply Chain



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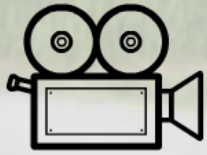


OUTLINE



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NISSAN's HISTORY

- 1933 Nissan was formed (Jidosha Seizo Company)
- 60's Rapidly increased in Production and Exports.
- 80's Japan overtook United States as the world's top automobile producing country
- 2011, Japan was strike with eathquake, tsunami and nucluer emergency.
- Nissan suffered a huge damage from the disasters.
- Coastal Factories / Plants was damaged.

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PHILOSOPHY ON FLEXIBILITY

- Decentralized supply chain structure
- During crisis, control is high centralized
- Having diff nationalities (experience in overseas operation) as officers.
- Maintained a Simplified Product Line
- Build to Stock Strategy / Build to Order Strategy
- Renault : Reborn from Crisis
- Focus : Analyzing Risks ASAP

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RISK MANAGEMENT

- Executive-Level Committee - manage risk, report to the BOD on progress
- Activities : improvement on Business continuity Planning, Disaster Simulation Training.
- Earthquake Emergency-Response Plan
- Goal : Minimize the damage after the disasters

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RESPONSE TO CRISIS

- Global Disaster Control Headquarters was gather.
- Recovery Committee was established to coordinate global supply chain
- In European's country production was updated with the parts availability.
- European Regional Team work close with Japan site allowed to align their production calendar with conditions in Japan's production site.

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RECOVERY COMMITTEE

- Sharing Information
- Allocating Supply
- Managing Production
- Empowering Action

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IN RESULTS

- Production in Japan fell 24% in 6 months following disaster.
- Increased production in Americas by 20%
- Having a deeper preparedness for the natural disasters.

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