

Canon Inc. Harvard Case Solution & Analysis

Canon

At Canon Global Services print is our passion. Our Managed Print Services (MPS) are designed to enhance your business processes for the effective capture, management and distribution of information, through the global provision of superb services and innovative technology.

We offer a flexible approach to print management, working closely with you to design and deliver the best value solution to meet your current and future needs – a solution that delivers continual improvement and control consistently across your entire organization while supporting you with your own business objectives.

We also provide you with a single access point to all our business services that ensures a smooth transition and implementation on both a global and local level.

Location

Tokyo, Japan



Case Facts

- Devastating earthquake and Tsunami
- Japan suffered 4 recessions
- Many Japanese manufacturers - even some of the largest global competitors - struggled to remain profitable
- Canon grew and prospered
- 2000-2007 - record annual sales and profits
- 2008 - operating profit \$4.75 billion
- 2011 - net sales \$45 billion



Canon's Success

- Copiers, printers and cameras are Canons main money makers
- Fujio Mitarai, CEO, adopted Western cost-cutting practices
- Mitarai narrowed the company's strategic scope
- abandoned other businesses where they had weaker competitive positions
- Mitarai also scrapped the assembly lines in all 29 of Canon's Japanese plants replacing with them small work teams
- Emphasis on development and marketing stream of new products, product improvements, and line extensions to sustain a leading share position in their core businesses



History

- 1933: Founded in Japan
- 1933-1936: No facilities to produce optical glass
- 1934: First major invention
- 1940: Created first healthcare product
- 1959-1963: Company expanded
- 1965: Enters new markets



History

- 1982: First personal copier released
- 1983: Enters competition
- 1990s: Financial crisis within the Japanese market
- 1998: Operating in US, Europe, China and Japan
- 2008: Global economic crisis



Financial Data



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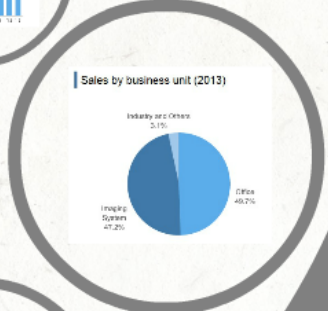
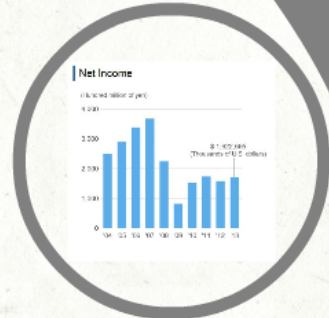
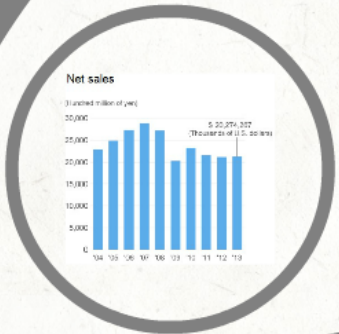


Canon's

- Copiers, printers and camera makers
- Fujio Mitarai, CEO, adopted
- Mitarai narrowed the company's focus on copiers and printers, abandoning other business

story

Financial Data



Net sales

(Hundred million of yen)

