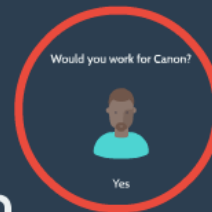
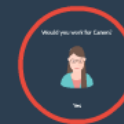




Canon

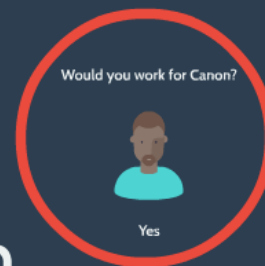
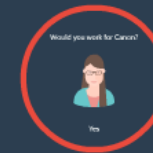


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Canon



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Who are they?

Canon is a worldwide enterprise based in Tokyo, Japan, that specializes in the manufacturing of imaging and optical products, including cameras, photocopiers, computer printers and medical equipment.

History

Canon first started off as **Precision Optical Instruments Laboratory**, which was founded in Tokyo. Their main objective was to conduct research that would in turn develop a more affordable 35mm rangefinder camera.

History (Continued)

Precision Optical Instruments Laboratory was started in 1937 by Takeshi Mitarai, Goro Yoshida, Saburo Uchida and Takeo Maeda.

History (Continued)

In 1935 Canon's first camera was released with the help of Nippon Kogaku (now known as Nikon) who manufactured the lens in the camera.

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Mission

Canon's Vision is Kyosei. Kyosei, a Japanese idea, means conveying “dedication to seeing all people, regardless of culture, customs, language or race, harmoniously living and working together in happiness into the future.” Canon acknowledges that economic factors can prevent the realization of this idea. They want to create good relationships with customers, communities, governments, regions, and the environment to fulfill their corporate social responsibility. Overall, Canon's ambition is to add to global prosperity and the well-being of mankind as they continue their efforts to bring the world closer to achieving kyosei.

Planning

Canon's long-term vision is to become a global leader in the field of image and information technology. To achieve this vision, Canon has set a goal of becoming a global leader in the field of image and information technology by the year 2020. To achieve this goal, Canon has set a goal of becoming a global leader in the field of image and information technology by the year 2020.

Strategies

Canon's strategy is to become a global leader in the field of image and information technology. To achieve this goal, Canon has set a goal of becoming a global leader in the field of image and information technology by the year 2020.

Strategies (Continued)

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Planning

Canon Corporation has been using corporate planning for 30 years, and one of the reasons for the excellent performance of the company is the quality of the strategies which were formulated through the corporate planning process. Most of the new products were developed inside the company and, in many cases, a strengthening of the resource structure was carried out before these new products were introduced. The corporate plan has two parts: the **long-range strategy** and the **medium-range plan**. The management uses a computer simulation to model future results, and to integrate many sub-systems of the plan.