

Overview of operations

Other operations



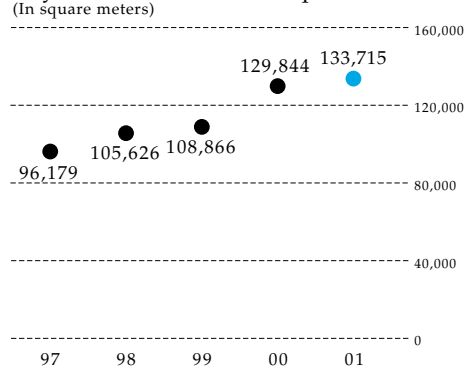
Royal Home Center Sagamihara-Hashimoto

Our 36th large-scale home center, with a product range focusing on DIY goods, interior goods, and gardening goods

Business review

Other operations center on home centers, which sell DIY goods and so on. In addition, this segment includes Daiwa Rakuda Industry Co., Ltd. which manufactures and sells construction materials, Daiwa Logistics Co., Ltd., a distributor of construction materials, and Shinwa Agency Co., Ltd., an advertising agency. Daiwa House has expanded its business into Internet sales and has opened 2 new home centers, giving it a total of 36 home centers located all over Japan. Among these, the Sagamihara-Hashimoto Home Center, which was opened in Kanagawa Prefecture in December last year (floor space area of approximately 7,700 m²) is a large-scale home center complex which incorporates model home gardens of approximately 1,350 m². In establishing this home center, the Company made the best use of its expertise in the manufacture of housing by adopting the new concept of meeting all possible customer needs by providing staff who are trained to offer advice concerning home-related matters.

Royal Home Center floor space



*T*asks ahead

Home center operations are facing a period of intense competition. Daiwa House is developing a variety of measures to differentiate itself from others in the industry, including the expansion of services and products with its own brand name as well as the hosting of various events and activities based in local communities. A unique feature of Royal Home Centers, and one which attracts new customers, is the “workshops” where customers can enjoy engaging themselves in a variety of creative activities. The Company is making efforts to enhance its profitability through an active program of renovating unprofitable stores and improving product selection and display. As a key player in the housing manufacturing industry, with a broad network encompassing approximately 5,000 tie-up construction firms all over Japan, Daiwa House has plans to use its expertise to increase the numbers of orders received for building renovations, expand sales of related products, and attain net sales of ¥57 billion by fiscal 2003.

The Daiwa House Group also acquired Daiwa Technica Co., Ltd., which carries out the development, manufacture, and sale of bathroom fixtures like the “AQAPRO” brand for use in single-family houses, condominiums and apartments, and Jukeikai Co., Ltd., which cooperates with nearby hospitals in operating the “Neo Summit Yugawara” senior citizens’ home, which is run on a fee basis and offers residents comfort and ease.

Model home garden, in Royal Home Center Sagamihara Hashimoto incorporating gateway and front drive.



Distribution Center

This logistics base for the Northern Kanto region operations of Daiwa Logistics Co., Ltd. provides a comprehensive service.



Happy Life Camel Shop

This Daiwa Rakuda Industry Co., Ltd. outlet provides advice by qualified interior decorators, and also undertakes home renovation work.

