

Industry and Enterprise Research II

Syllabus Number

MAN-317

Elective

2 credit

ICHIMARU, Shigeo

1. Course Description

This course aims to understand "toiletries and the daily-necessaries industry". In recent years, this industry has been maturing and Japanese company such as Kao, Shiseido and huge foreign companies such as P&G have been competing for the share fiercely by making full use of a brand strategy, a communication strategy, and a channel strategy. In addition, this industry has been facing response to the global environmental issues the declining birthrate and the aging society. This lecture will explain the present condition and the feature of this and several industries.