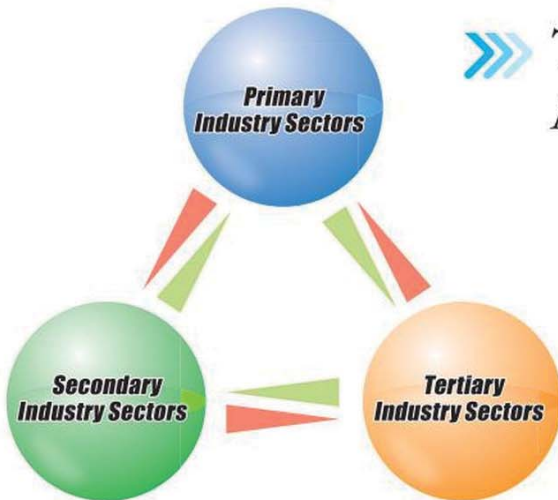




MARUKI Winery Company Strategy



A Comprehensive Sixth Order Business

»» The Company Vision: A Comprehensive Sixth Order Business

The business approach known as "Sixth Order Industrialization" is named for combining primary, secondary and tertiary industry sectors ($1+2+3=6$), and has two fundamental conditions:

First condition:

A comprehensive balance of the primary, secondary and tertiary sectors of the industry.

Second condition:

Creating value-added products with agricultural products at their core.



The winery business must include the primary, secondary and tertiary sectors of the industry, and those three sectors must cooperate with each other to create high productivity. Consistent with the "Sixth Order Industrialization" business model, the winery business has a comprehensive balance of the primary, secondary and tertiary sectors of the industry. As the primary industry, the viniculture producing the beautiful and pure grapes becomes the fundamental element of the industry. The other industries follow to process the grapes into wine, creating additional value in the form of preserved food products. Our goal is to create a comprehensive "Sixth Order Industrialization" business by extending the knowledge and experience based on the management of the winery business to fulfil the two fundamental conditions in other sectors of the industry.