

Driving Marketing Across the Corporate Functions



Marketing

Organizational function and a set of processes for creating, communicating, and delivering **value to customers** and for managing customer relationships in ways that benefit the organization and its stakeholders.

Marketing

Strong marketing organization

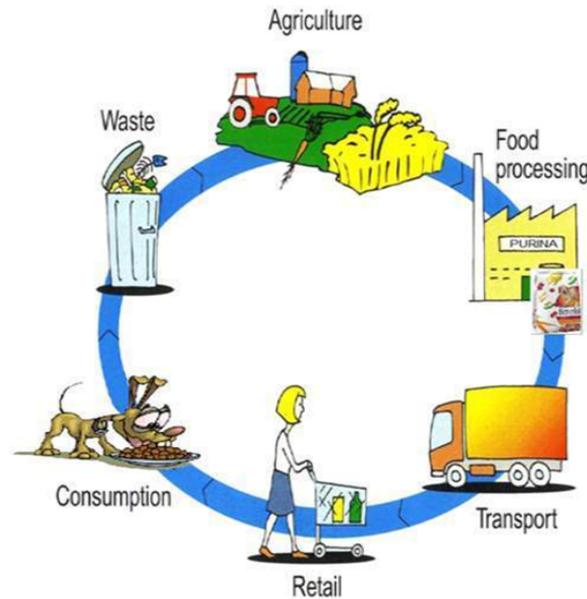
- Marketing is **not done only by the marketing department.**
- Marketers must think like executives in other departments, and **executives in other departments must think more like marketers.**

Strong Marketing Organization For creating customer value

Human
Resources

Supply Chain
Management

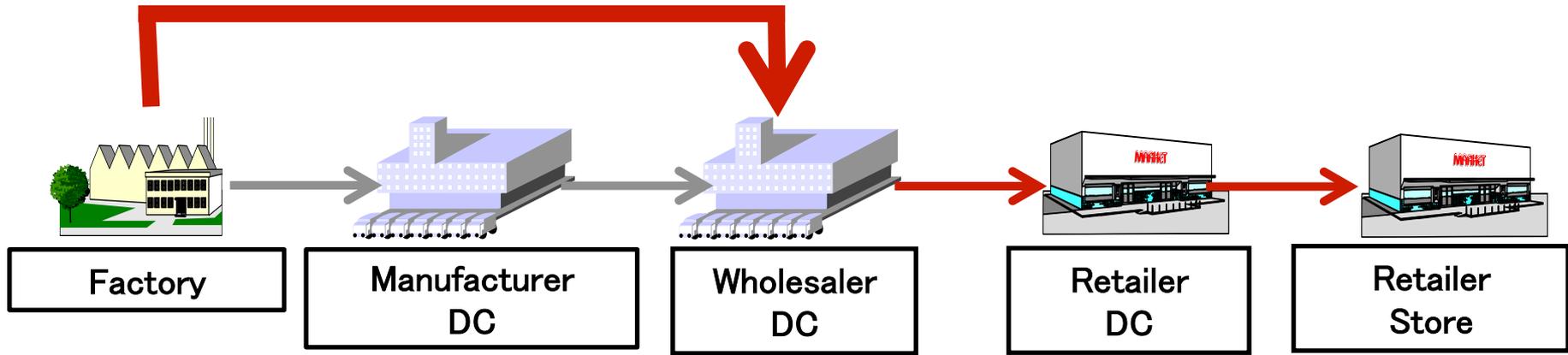
Finance



Innovation Award



Supply Chain Management Stock Points in Value Chain



Finance & Sales



High & Low Price



スーパーの商品陳列棚

Everyday Low Price