

Think and Change

**長年の経験による知識と最新の情報を活かし、
一流の商品と技術の組み合わせを販売する**

**Putting to Use Our Extensive Knowledge and
the Latest Information to Offer a Combination
of First-Class Products and Technologies**

**創業65周年を迎え、さらなる挑戦を続ける
Continuing the challenge on our 65th anniversary**



代表取締役社長 岡本 貞雄さん
Sadao Okamoto, President

弊社はあらゆる産業分野に不可欠の動力伝動機器を主力にそれに関連する機械と工具を取り扱う専門商社です。本年、創業65周年を迎えるに至りましたのも、ひとえにお取引先様各位のご支援の賜物と感謝申し上げます。

私は昭和55年に就任した二代目ですが、先代の父親による創業以来、高度経済成長期に礎を築いて下さった諸先輩方の努力があって今日まで来ることができました。バブル崩壊後の激動を経て、5年前から「Think and Change」をモットーに社内改革を進めております。積極的に若手社員を採用し、若返りを図るとともに、管理職以上が全員出席する経営会議を立上げ、2ヶ月毎に会社の現状や今後の課題を徹底的に論議しています。

本年からは「ピンチはチャンス、チャンスはチェンジ、チェンジはチャレンジ」(*)をサブモットーに掲げました。変化し続ける世の中で従業員一人一人が環境に対応できる人間になって欲しいと思います。私は昨年古希を迎え、70周年に向けて経営を次第に若手世代へ任せていくところです。世代を超えて今後さらなる会社の維持継続を目標に誠実・堅実・篤実さを忘れず挑戦を続けてまいります。

OKAMOTO KIKOH is a trading company specializing in the power transmission equipment, together with various related machinery and tools, that are indispensable to all fields of industry. And, as we welcome the 65th anniversary of our establishment this year, we wish to take this opportunity to express our sincere gratitude to each and every one of our customers.

As the 2nd-generation president following my father who founded the company, I assumed leadership of OKAMOTO KIKOH in 1980. And we have been able to come this far since then only due to the earnest efforts of various senior personnel who laid the foundation for advancement during the period of high economic growth. Then, from out of the upheaval universally experienced after the bursting of the economic bubble, we began in-house reform five years ago under the motto "Think and Change". While we actively employ younger staff in an aim at

rejuvenating the company, I have also initiated management meetings that are attended by all executive-level staff and where we thoroughly discuss the current state of the company and future problems every two months.

From this year, we have added a sub-motto: "Obstacles are opportunities, opportunities mean change, and change means challenge."* In this ever-changing world, I would like each and every one of our employees to become someone who can respond to various conditions in this way. Last year I reached seventy years-of-age and, as the company also heads towards its own 70th anniversary, I will gradually begin to leave management to our younger generation. And yet OKAMOTO KIKOH will surely transcend generations in our continuing challenge of aiming towards further sustainability, but without forgetting our sincerity, our reliability and our honesty.

(※)「心がイキイキする60秒言葉のセラピー」漫画家・黒田クロ著書、株式会社コスモトゥーワン発行より

* From "Kokoro ga ikiiki suru 60-byo Kotoba no Serapi-" (Therapy with 60-second words that enliven your heart) author: cartoonist Kuro Kuroda, publishers: cosmo21



創業65周年記念研修旅行
65th anniversary trip

ブレーキをかけるのも大切な仕事 Sometimes It's Important to Apply the Brakes As Well



取締役管理部長 岡本 篤史さん
Atsushi Okamoto
Director & General Manager,
Administration Department

07年9月、営業部から管理部へ移りました。営業のときは、仕入の支払いが先行する場合も最終的な売上を追いかけていましたが、経理の立場として収支のバランスを重視するようになりました。まさに“現金”な考え方ですが、営業はアクセル、経理はブレーキと位置づけています。

素早い対応が求められる昨今、アクセルを踏まないといスピードは出ませんが、経済環境に応じてカーブを曲がる際には減速が必要です。ルールを守り、事故を起こさず、目的地へは早く到着する。この意識を持って日々の運営に取り組み、アクセルとブレーキの加減やハンドリングのコツを掴みたいと思っています。

I moved from the Sales Department to the Administration Department in September of 2007. While I was in Sales, we ultimately focused on selling even when it was necessary to pay for stock first but, I have come to consider things from an accounting standpoint, and it's a balance of income and expenditure that is valued there. It's precisely the concept of "cash"; sales is positioned as the accelerator and accounting as the brakes.

With quick response in greater and greater demanded recently, speed isn't attained if you don't step on the accelerator, but at the same time deceleration is still necessary for getting around the curves of economic conditions. Obey the rules and don't cause accidents, and you'll arrive at your destination early. I'd like to look at daily management with that type of consciousness, and master the knack of steering and applying the accelerator, as well as applying the brakes.

お客様のニーズを満たし信頼性を高める Meeting Customer Needs and Improving Reliability



営業第2部 主任 金光 利和さん
Toshikazu Kanamitsu
Chief Clerk, Sales Department

私は大阪府下の卸・ユーザーに販売を行う営業2部に所属し、主に直接ユーザーへの営業を担当しております。ユーザー営業は価格競争力だけではなく、ニーズに合わせた客先対応により信頼を得ることが重要です。納期対応をはじめ、難題を解決してお客様の期待に応えられたときに一番やりがいを感じます。

信頼が強まるほど大きな案件をまとめて発注していただける可能性が高くなる反面、頼り甲斐がなくなるとそっくり別のルートに切替わる可能性もあります。常にニーズに対して最善を尽くすことを胸に、日々の営業活動に努力しています。

I belong to the Sales Department, which sells to wholesalers and users in Osaka Prefecture, and I'm in charge, mainly, of selling directly to the user. User sales does not merely involve price competitiveness, but it is important to obtain trust through a level of response that matches customer needs. I feel that work is most worthwhile when I am able to answer customer expectations by solving difficult problems, including those related to delivery.

Although it is easier to acquire large orders when customers trust you, they may switch to a completely different dealer if you lose their trust. I will continue to focus my efforts daily toward sales activities while remembering to do my utmost in regard to meeting our customers' needs.

introduction

事業所

本社

〒550-0012 大阪市西区立売堀4丁目1番5号
TEL. 06-6531-4855 FAX. 06-6532-1285

ほか高松営業部

創業

昭和18年11月2日

資本金

2,000万円

従業員数

30数名

事業内容

動力伝動機器と関連機械・工具を取り扱う専門商社

取引関係

NTN代理店

Business location

Headquarters

4-1-5 Itachibori, Nishi-ku, Osaka-city 550-0012
TEL. 06-6531-4855 FAX. 06-6532-1285

and Takamatsu Sales Department

Founded

November 2, 1943

Capital

20 million yen

Number of employees

over 30

Main business

Trading company specializing in the power transmission equipment and related machinery / tools

Business relation

NTN distributor



新館 (管理・営業部)
New (admin & sales)

旧館 (商品倉庫)
Old (warehouse)