

1. The Fundamental Policy

" To design efficiently the most excellent goods which have high-quality, high-performance and fascination."

Most products made by our company are for consumers, therefore, it tends to produce many kinds of goods and not to mass-produce corresponding to needs. So it is necessary that we engineers know quickly the needs and then produce the excellent, fascinate and low-cost goods earlier than another companies, though many kinds of goods cause our business complicated and many-sided.

For the purpose of VE in our company, we strengthen the systems which make the most excellent goods to design efficiently that have the tradition and characteristic of our company called "Victor Company of Japan is proud of high-technology", and also we produce them earlier than another companies to win and produce the goods which make customers satisfied.

So, we were sure that to rearrange the business of designings and to get the practice results by the realization was the most important to promote VE.

2. The History of VE in our Company

(1) First Phase (February 1960-November 1964)

On February 1961, we attended the VE course sponsored by Japan Management Association. At this time VE was done only in a purchasing section. On August 1964 the VE promoting member started to work in the Standards Section of the Quality Control Dept..

(2) Second Phase (December 1964-March, 1967)

The introduction of VE into each Engineering Dept. in each Division was done, and each VE promoting member started to work for informing the examples by the "VE News". On April 1965 the society of VE as making contact with each VE promoting members started. And grouping VE in two Division started. To get the information of another company's VE, we joined Society of Japanese VE and took part in its research society.

(3) Fourth Phase (April, 1967-March, 1968)

We concentrated on VE education for engineers, then in April 1967 we had the first VE Work-shop Seminar to promote VE into the designing technology. From this time we started to distribute the materials about VE to each designing engineer, and strengthened the PR of VE much more, then Engineering Dept. in two Division had VE Section. During this actions VE has been recognized gradually by engineers.

(4) Fifth Phase (April 1969-March, 1972)

We started the course of VE work-shop by inviting the lectures from Institute of Business Administration and Management, and suggested those who finished it, to continue OJT-B Course. On May 1970 we had internal VE conference in which many examples were made public. On January 1971 VE Center was moved to Engineering Administration Dept. of Engineering Division, and on June VE research society was belonged to Engineering Design Committee. So we made the characteristics of VE clear.

On August We had the first internal Designing Technology Conference in our company, which meant the extension of VE Conference. At times we had the VE course for directors and managers to have deep understandings. And then we tried to concrete VE in the designing by making out function table and strengthening it.

(5) Sixth Phase (April 1972)

VE is fixing now in our company.

VE System of Victor Company OF Japan



