



## Strategic Management Aspects of the KAO company

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By Michael Jasniak

GRIN Verlag Jun 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Business Management, Corporate Governance, grade: ohne Bewertung, University of Sunderland, course: Strategic Management, language: English, abstract: Executive Summary The given report on Kao's strategy formation process provides detailed insights in the organizational structure and values pursued within the company. Further aspects covered are the establishment and management of a learning organization influenced by Dr. Maruta's vision, regarding its actuality and effectiveness. Strategy emergence signifies thinking and acting at the same time, in order to allow flexible adaptations for following market needs. Opportunism, flexibility, support, entrepreneur and learning are major aspects of Kao's learning organizational strategy, which turned out to be successful in Japan as well as on a global level, in form of nearly doubling total net sales and acquiring further 10 percent of sales on the worldwide market, of own sales figures. The former president of Kao Dr. Maruta strongly believes in collective, initiative and equalitycoined principles that promote synergy, problem solving and the creation of innovative ideas and solutions on the market, through...



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