

STRENGTHENING CUSTOMER-ORIENTED AND COMMUNITY-BASED MARKETING



Hitachi Capital has a marketing network encompassing 215 locations throughout Japan. The role of every location changes based on the attributes of the local customers they serve. For example, looking at marketing headquarters, 40% of the volume of business in Hokkaido has come from farmers, while 40% of the volume of business in urban areas such as the Tokyo metropolitan area has been from corporations. A major feature of our network is the provision of financial solutions finely tailored to the unique characteristics of each region.

Apart from major metropolitan areas, the choices for financial services are limited for local governments, corporations, farmers and medical institutions. Hitachi Capital utilizes its various financial plans to ensure that this tier of customers swiftly receive the funds they need while responding to respective needs and in turn contributes directly and indirectly to the revitalization of local economies.

We are working to build relationships with customers who require advice due to a strong trust in Hitachi Capital through marketing activities involving roughly 1.8 million customers nationwide (10,000 large corporations and governments, 540,000 small- and mid-size companies and 1,250,000 individuals).

MARKETING SOLUTIONS

SERVICES FOR AGRICULTURAL CUSTOMERS

Amid structural changes in the agricultural industry, Hitachi Capital offers a wide array of financial services including its traditional credit business centered on agricultural equipment and services that meet agricultural management needs.

For example, the eastern part of Hokkaido has more cattle than people. Hitachi Capital's marketing staff cover a vast area, thereby building relationships of mutual trust through conversations on the state of the dairy industry, insurance for cattle and dairy product sales.



"We will reflect on our role in Hokkaido—the nation's food base—to assess manufacturing, storage and distribution in order to thoroughly support the operations of and investment in dairy farmers."

(Shinya Iwaki, Kushiro Sales Branch)

PROVIDING SOLUTIONS TO MEDICAL INSTITUTIONS

Sales staff in charge of the medical field are required to possess the latest knowledge regarding medical equipment and an understanding of medical systems. To that end, we make a constant effort to acquire the most advanced knowledge base.

In Hiroshima, which is the center of the Chugoku Region and home to many corporate medical customers, we are also working to provide business solutions to comprehensive medical institutions such as general hospitals, private practice physicians, pharmacies and private nursing homes. From rebuilding and replacement of facilities for hospitals to provision of personnel data for hospital administration, Hitachi Capital's medical specialists have gained the trust of facilities throughout the city of Hiroshima by offering practical proposals that meet diverse needs.



"Our dedication to becoming the point man for troubleshooting medical institutions' concerns by attentively listening problems in the customer's own words builds long-term customer relationships, leading to our core strength."

(Shuji Tagashira, Hiroshima Branch)