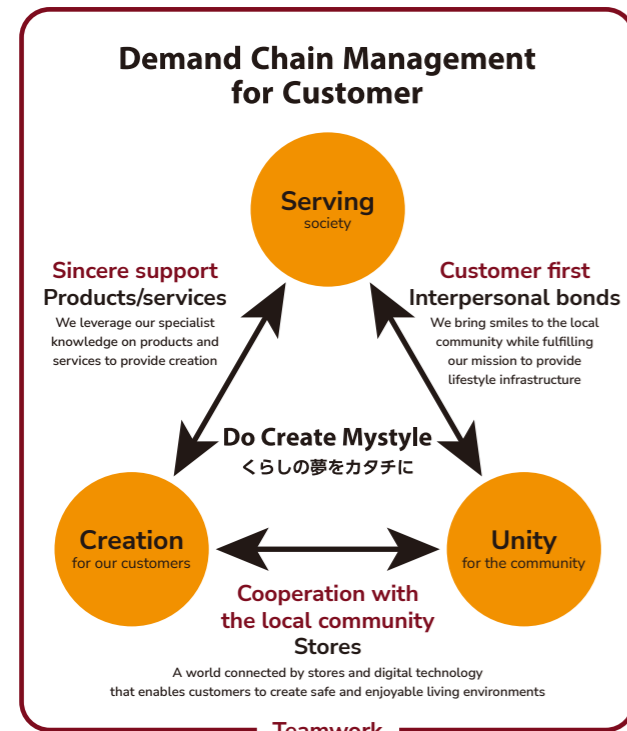


DCM's Philosophy

The DCM Group creates value by helping people make their lives and homes more comfortable through the "do it yourself" (DIY) approach based on the "Do Create Mystyle" Company Philosophy.



DCM's philosophy



Company Creed

Serving Creation Unity

Company Philosophy

Do Create Mystyle
くらしの夢をカタチに

While creating new products and services for our customers and flexibly adapting to changes, we will unite with the local community to serve society and strive to be indispensable presence.

Principles of Conduct

Demand Chain Management for Customer

Always thinking from the customer's perspective, we will strive to be a company that achieves both customer satisfaction and progress in distribution.

Conduct Guidelines

Customer first
We put ourselves in our customers shoes and think deeply.

Sincere support
We provide products and services that can bring smiles to our customers.

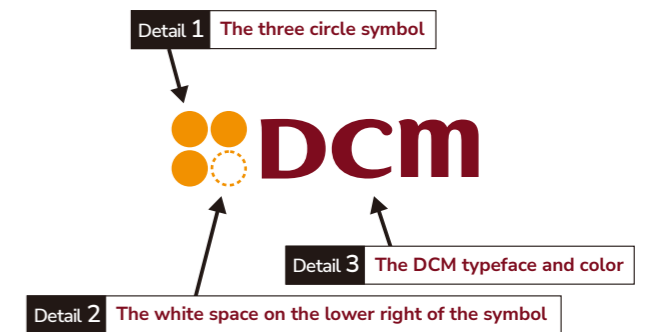
Cooperation with the local community
We will enrich lives together with our customers.

Teamwork
While fulfilling our role, we will respect our peers and cooperate with one another.

DCM Brand Concept

The three circles in the DCM Group logo represent the Company Creed: "Serving society, Creation for our customers, and Unity for the community." By enlarging the connection between these three circles, we are strengthening DCM's philosophy and symbolizing the commitment of all employees to remain close to and support customers. The blank space where a circle should be in the lower right corner of the logo is intended as a space for creativity, expressing our hope that customers will realize their individual DIY objectives.

The soft, refined form of the DCM logo conveys "familiarity, trust, and peace of mind," with the orange color representing "happiness and enjoyment," and the brown color representing "nature and sustainability."



Brand Story

As "Do Create Mystyle" world view and values, the "Creating your own happiness with DIY" brand story is based on three key concepts: "Making DIY part of life," "your style," and "support."

Creating your own happiness with DIY

I carefully cultivate chamomile on my balcony.
On weekends, I reward myself with a cup of herbal tea.

My grandmother said, "I'm still using the very first chair you ever made."
Simply hanging a design sheet on part of a familiar wall transforms the room into a home café.

DIY is not difficult.
It's about doing something for someone else, for the world.
With a little ingenuity, you can turn thoughts, which are born from individual lifestyles, into something that provides great happiness, like an invisible tool.

Yes, happiness can be created.
There are as many ideas to get started as there are people in your life.
Therefore, any happiness will be a happiness that only you can create.
DCM wants to help customers achieve this.
We want to give shape to happiness for as many customers as possible, each of whom comes to us with their own unique feelings.

There is joy in our lives that can be realized through small changes and ideas.
We want our customers to believe this, which is why we welcome them again today.



Two DCMs

"DCM" has two meanings, referring to both the "Do Create Mystyle" Company Philosophy and "Demand Chain Management for Customer" as our Principles of Conduct.



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