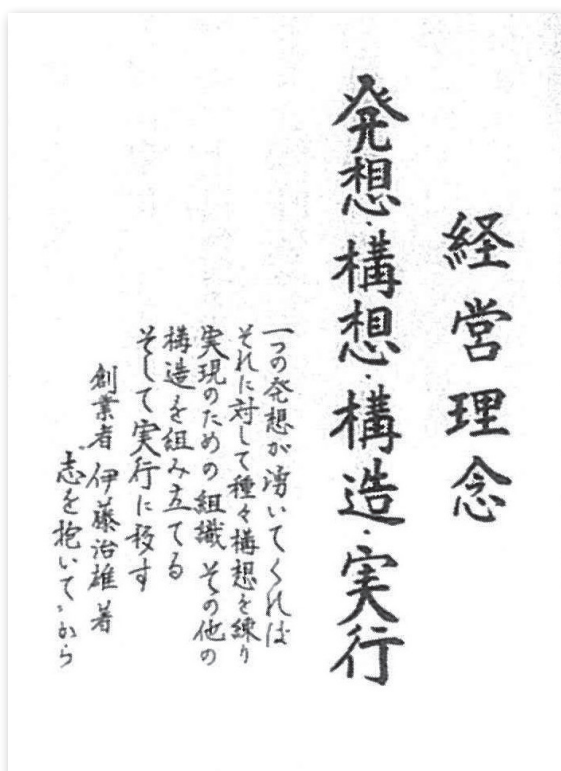


# Source of Innovation

## Tracing the Source of Daiseki's Innovation from the Founder

Before founding Daiseki, Haruo Ito, the founder of Daiseki, faced various crises, including the loss of commercial customers due to air raids during the war and the damage caused by the Isewan Typhoon to Daido Sekiyu Kagakukogyo (now Daiseki Co., Ltd.). At such times, he had constantly asked himself questions like "What to do?", "How to do it?", and "What will be the result?", considering every situation and deciding by questioning himself about the pros and cons of the ideas that arose. Once he made a decision, he executed it immediately. Daiseki's Management Principles of "Ideas, Plans, Structures, Actions" naturally emerged from Haruo Ito's daily experiences. Various innovations of Daiseki have been created based on these principles up until now.

## Daiseki's Management Principles



Daiseki's Management Principles

### Ideas

A single "Idea" is born from foresight and prediction.

### Plans

And various "Plans" are elaborated for it.

### Structures

To realize those "Plans," "Structures" such as an organization and others are formed.

### Actions

We then move them to "Actions."