HAKUUNSHA

Fukuoka, Japan

July 2016

Hakuunsha company will be 60 years old this year and has been growing rapidly with great success, especially in the medical field, in Kyushu island ever since it was established in 1957. The company's current president is Mr. Manabe, the son of the former president and original founder of Hakuunsha. Mr. Manabe has been president of the company for 3 years and has long term goals and plans for the future of the logistics company.

The company is unique because it not only provides transportation with its 420 trucks, but also offers commercial warehousing. In addition to delivering food, machinery materials and daily necessities, Hakuunsha's stongest point is its successful procedure of handing and distributing medicinal products. In fact, 90 percent of the medicine delivered to Japan's Kyushu island is through Hakuunsha.

As president of the company, Mr. Mababe has the responsibility to look into the future and make the best decisions of the company. Mr. Manabe has a long term plan that will double its current profits in a 15 year time lapse. In order to do this, he believes restructuring the company is necessary; even if it means that the first two years Hakuunsha will lose 2 billion yen. After the 2 year loss, it is predicted that in 5 years, the logistics company will level back to its current yearly profit of 10.6 billion yen. Moreover, the difference between now and in 5 years is that the company will have a new structure. With the reconstruction, Hakuunsha seeks to partner and expand to the ASEAN markets offering the highest quality of service in the logistics field. This will create a positive impact on Hakuunsha as well as the markets in other ASEAN countries.