

ONE-PAGE INFORMATION - KAIZEN No.18

Published by S. Yoshida, GTR Institute, Toyota Japan E-mail: gtr-inst@wta.att.ne.jp

■ Explosive Star Bucks-----Another Example of Spaghetti Chart Analysis

It was only 6 years ago when Star Buck established its first coffee shop in Tokyo as well as out-side USA. Now there are thousands of Star Bucks though out the country. Howard Schultz, the founder of Star Bucks from Seattle and Yuji Tsunoda worked together to start this business in Japan with extremely unique management philosophy for this industry. The coffee shop interior is uniquely designed to attract the targeted customers (young girls) and the workplace is laid-out so as to facilitate cooking operations with minimum walking distance. For this purpose, the Spaghetti Chart analysis is used.

This new interior concept is now called J-style and is being used at new overseas Star Bucks in Asian countries, Middle East and Europe according to NHK Educational TV program "Business Juku" (Juku is a small private school).

■ Automatic Focussing Camera

Everybody knows about the automatic focussing device which is now installed in his or her camera. But very few people know about Haruji Momose, inventor of the automatic focussing device. He, a technical high school graduate engineer, devoted his 14 years of research and development at Konica Camera Company in Tokyo to debut his world first camera with the auto-focus mechanism in 1978.

His boss, Yasuo Uchida, encouraged Momose to keep on studying and developing the ill-fated project in spite of the top management decision to scrap the whole development scheme by cutting all budget. Momose used his time after five every day in secret for the so-called "Black Market" or "secluded" project until he finally perfected his invention.

There are so many similar stories behind big technological developments in Japanese companies such as Datsun 240Z, Sony transistor radios, Car navigation system, World first rotary engines and Quarts watches. NHK, nation-wide TV & radio network, is televising every other week a series of the popular program, Project X ; featuring one of those stories to remind the Japanese of unknown engineer like Momose.

■ The Book of Five Rings

Samurai or *Bushi* is a Japanese warrior or Japanese chivalry.

Bushido or spirit of *Buhsi*, outlines the rules in moral principles and teaches what *Samurai* is required to follow. It is handed down simply by word of mouth, although there are few proverbs preserved in writing by famous *Samurai* such as Miyamoto Musashi (1583-1645) . Musashi wrote a book, the Book of Five Rings, in an effort to show how to win. This book is widely read by many Japanese and American business leaders as a business text book. Musashi emphasizes the point of Gemba and data analysis in his book.