

OKABE

## About Us ?

### Company Profile

## The leading company in the fastest-growing industry

OKABE is a food manufacturer which processes mainly marine products. They are called culinary delicacies. They used to be treated as nibbles for beer and other alcoholic drinks, but today, with the advent of the health food diet boom, they are spotlighted as calcium-rich healthy ingredients. With full of vigor and high-spirit, OKABE has been striving to lead in this exploding industry.

The marketing activities have been aggressive based on the foothold in every region and explored the markets throughout the country. As the business scopes expand, OKABE conducted more concrete market research to develop more favorable products for consumers. Strong product lines together with passionate sales strategies are leading OKABE atop of the industry. Combined with the lively corporate culture, the people who work for OKABE are competent and bursting with energy. Regardless of academic or career background, OKABE puts the faith in employees' aspiration. Under the slogan to provide "good health, food safety and security, and good taste of food", OKABE is thriving.

### Management Philosophy of OKABE Group

In order for OKABE Group to exist and develop, it is necessary to raise a visitor's satisfaction.

The happiness of our employees derives from OKABE's development, and OKABE's prosperity brings happiness to our employees.

The employees who work for OKABE Group are ready to surpass customers' expectation by demonstrating tireless creativity through mutual trust and cooperation.

With all these above, Okabe will also contribute to enrich our food culture.

### ■ Mission Statement of OKABE Group

To satisfy customers' expectation is OKABE's mission. OKABE Group pursues good health, food safety and security, and good taste of food.

### ■ Fundamental Rules of Actions

*Making products:* We make every effort to meet our customers' demand and develop long-loved products by improving our skills and know-how.

*Making human resources:* We try to become ingenious, active and cooperative.

*Making partners:* We will make partners who share our philosophy of our business and objectives of production and we will collaborate and flourish together.

*Quality/Price/Delivery Date:* We will achieve the most hygienic and homogeneous products, find ways to reduce costs, and strictly observe the delivery date.

*Basic actions:* All people in OKABE will observe our 9 actions to nurture further respectful corporate culture.



## Product development comes from research & planning ?

Marketing

Information is the “source”  
to invent new products

Believing that the “passion to develop new products” is the key to success, OKABE has been energetic in every facet, particularly in technological improvement, and bolstered strength to invigorate creativity. OKABE has committed to initiate new trend. In order to achieve that, OKABE conducts full scale research to grasp the needs and wants of the consumers, and is always ready to tailor to the findings. For OKABE, speedy response is one of the prerequisites for the product development. OKABE collects information by accessing local food manufacturers and wholesale markets which are closer to consumers. OKABE also emphasizes the joint product development collaborated with large retailers, not only for strengthening price competitiveness, but also enhancing power to control market with more preferable products for consumers. OKABE also sells the products through the Internet and catches the wave of IT revolution.

Planning & development department takes the initiative for product development. This department tackles extended scopes of work including planning new products, designing new packages and coining new names, launching new antenna shops, redesigning existing products, and cultivating new sales routes. The staffs of the department are competent to collect information within and beyond the company. As a concept of product planning, development of a hot-selling product is tackled every day at the keyword in "the product development which narrows down a target."





**Aggressive for new ideas  
backed by thorough  
management control**

Think tank

“What we want” is “what we make”

OKABE's think tank plays two crucial roles; product development and quality assurance. The idea coming up from the planning & development department takes shape here. They retouch samples again and again to bring to mass product. OKABE has established the integrated production system from sample to final product in order to accelerate the speed, which is indispensable for product development.

The other role of think tank is quality assurance, and maintaining hygiene standard is the top priority for a food manufacturer. OKABE makes sure that the sanitary requirement of every step of production is fully satisfied. OKABE embraces the aggressive stance for inventing new ideas backed by defensive mechanism for maintaining quality, and these are joined together as a brain of OKABE.



## HACCP approved plants

Production

## Advanced hygiene control system leads the industry

Goshikihama Plant is one of the main plants of OKABE. It was completed in 1996, and approved Hazard Analysis and Critical Control Point, or HACCP authorized by FDA in 1999, which was the first in this industry. This assures that the food safety is addressed in every aspect of the food production through controlling potential hazards from every raw material to finished products.

In 2002, OKABE obtained ISO9001 to satisfy extended customer satisfaction (demand and expectation of customers) and committed to improve quality of the products through reviewing and maintaining the production processes under the quality management system.

This plant produces seasoned small fish products such as anchovy, sardine, horse mackerel and herring. The processes require closest attention and greatest care such as maintaining the specific temperature and treating time most suitable for each kind of fish. As this plant has the high-performance water processing equipment and the system to process raw food, it is now ready to extend their business not only for the delicacies but also the prepared-food industry.

Besides the processing equipment, the production department also has the packaging and other facilities to integrate all the steps into a more consistent production line for the safe, and, above all, “tasty” food.



CERTIFICATION SITE

- OKABE CO.,LTD. Head office  
/GOSHIKIHAMA Plant
- SETO QUEEN CO.,LTD.



JAPAN FISHERIES ASSOCIATION

### Food Safety Charter for OKABE Group

As we devote ourselves in the food industry, we vow to observe the following food safety principles as the top priority of our company in order to provide the harmless and safe food to our customers.

1. We never use any raw materials, ingredients and any parts of equipment which may be harmful to human health.
2. During any part of our production processes, we never act any unhygienic actions and/or any other behaviors which may cause contamination of harmful substances.
3. We never provide any of our products which could be contaminated by harmful or unhygienic substances.
4. OKABE's products will contribute to customers' better health.





## Marketing activities for market development

Sales

### At the forefront of OKABE

Thanks to the energetic sales activities, OKABE has surely and steadily extended the market, and the products can be found throughout the country today. Sales representatives of individual regions watch the market trend of their territories and try to attract new customers while securing the existing ones. The information obtained by those sales representatives are treasures for product development and sales strategy once they are brought back to the head office. A business person has those who take an official trip for a long period of time. However, they have a strong sense of responsibility to work, and there is self-confidence “I’m helpful to a company”. It serves as the motive to summarize a big business talk.

“Our base is in a little town in Ehime, but I feel great when I bring our quality products into Tokyo and Osaka and other major consumer markets”, said one of the sales representatives. OKABE’s employees know that their human bonds between and among their partners and customers will become their precious assets in the future while working for the company.



## Aggressive sales activities

Management strategy

## Expansion and global strategy

- (1) We develop new food which can contribute healthily and can be eaten in comfort.
- (2) We work on new distribution route acquisition.
- (3) We have rich creativity and raise talented people with vitality.

Under the slogan of "sticking to the basics" and "a new challenge", OKABE aims at the yearly turnover of 10 billion yen. Regarding product development, OKABE tries to enhance in-house planning and development project, as well as to collaborate with counterparts in snacks and pet food industries to launch new markets.

In order to penetrate new markets, sales department is proposing solutions for customers in new territories, and enhance footholds of individual regions. They also try to attract new customers through antenna shops and Internet shopping. Regarding overseas market strategy, THAI OKABE PROMOTION CO., LTD. was established in Thailand in 1992 as one of OKABE Group. This plant functions not only to shift our production base in overseas, but also to penetrate the markets in Thailand and export the products to other Asian countries. The project team is cultivating overseas market to spread more and more OKABE's products in the world.



THAI OKABE PROMOTION CO.,LTD.



GOSHIKIHAMA PLANT

## Company Profile

**1. NAME OF THE COMPANY** OKABE CO. LTD.,

**2. ESTABLISHMENT** February, 1974

**3. LOCATION**

**HEAD OFFICE:**

150 Ichiba, Iyo-City, Ehime 799-3195 Japan

TEL: +81-(0)89-983-1230 FAX: +81-(0)89-983-1239

URL: <http://www.okabe-group.com>

E-mail: 0001@okabe-group.com

**PLANT: Goshikihama Plant**

1693-11, Shimoagawa, Iyo-City, Ehime 799-3111 Japan

TEL: +81-(0)89-983-5150 FAX: +81-(0)89-983-1983

**BUSINESS OFFICE: Tokyo Office**

Saitama Urawa Building 4<sup>th</sup> Floor, 2-3, 2-Chome, Takasago, Urawa-Ward,

Saitama-City, Saitama 330-0063 Japan

TEL: +81-(0)48-835-1230 FAX: +81-(0)48-835-1239

**4. CAPITAL** JPY 50,000,000- (Group total: ¥104,000,000-)

**5. CATEGORY OF BUSINESS**

Manufacture and sales of farm and marine product processed food

**6. MAJOR BUSINESS ASSOCIATES**

Seasoned and dried small fish, Wholesale store of food nationwide, Food manufacturers, Central wholesale markets, Fishery's associations, Wholesale store of a school lunch, Pet-food manufactures, Other food-related business

**7. OKABE GROUP**

**UWAKAI CO., LTD.**

2347 Hisayoshi, Ainan-Cho, Minamiuwa-Gun, Ehime 798-4353 Japan

TEL: +81-(0)895-73-1230 FAX: +81-(0)895-73-1619

**IYONOKUNI CO., LTD.**

150 Ichiba, Iyo-City, Ehime 799-3122 Japan

TEL: +81-(0)89-982-1492 FAX: +81-(0)89-983-1239 URL: <https://www.chinmi-ehime.jp>

**SETO QUEEN CO., LTD.**

150 Ichiba, Iyo-City, Ehime 799-3122 Japan

TEL: +81-(0)89-982-7116 FAX: +81-(0)89-983-1239

**THAI OKABE PROMOTION CO., LTD.**

230 Mu6 Sol SINSAMUT KRAM-KLAENG RAYONG 21190 THAILAND

TEL: +66-(0)38-65-7279 FAX: +66-(0)38-86-6748

**8. ORGANIZATION CHART**

