

J. Front Retailing Value Creation Process

Under the Basic Mission Statement and the Group Vision, J. Front Retailing is committed to creating high quality, fresh, hospitable and affluent lifestyles with its stakeholders by promptly responding to the changing times.

The business activity of J. Front Retailing is to constantly seek to create rich markets that grow with local communities, which is led by department stores and Parco.

It is nothing less than to create, as a public entity of society, new values with which its various stakeholders empathize.

Circulating the Group's business model and creating new values using the six capitals of J. Front Retailing effectively and efficiently are the process to create the brand value of J. Front Retailing, which will result in the creation of new values with which society empathizes.

Through this initiative, we will contribute to society at large as well as aiming at developing the Group.



