

## **Janome's Mission Statement**

To design and build sewing machines and sergers for the home market that, because of their superior ease-of-use, quality and reliability, give their users the ability to make the most of their creativity.

To Inspire users of Janome sewing machines and sergers with leading edge projects, education and customer support, thus stimulating them to participate in the world of sewing more often, with more confidence, and with more enthusiasm.

To remember that when it comes to the consumer – everything matters. To reach out to existing and new Janome consumers and secure their loyalty forever through excellent customer service and support, understanding that this generation of consumers will lead us to the next.

To be proactive and inventive with our consumers, anticipating their wants and needs before they ask, securing growth, profitability, and success through satisfaction.

To be recognized around the world as the leader not just in production, but also in innovation. And to be seen as a creative advocate, promoting the benefits of a person's expression of creativity in general and the joy of sewing in particular.

To create a supportive internal atmosphere in which employees' ideas are highly valued, and to cultivate an atmosphere of acceptance of individual employee contributions as critical to the success of the company as a whole.

To work hand-in-hand with our dealers to supply the products and marketing support that will help fulfill the missions above and give the dealers the ability to get more Janome products into the hands of more people.