

Sincerity and Creativity

The Wellspring that Underlies Sharp



Sharp's founder, Tokuji Hayakawa, was born in Tokyo in 1893.

Hayakawa's parents died when he was very young, and at age nine, he was apprenticed to a craftsman specializing in decorative metalworking. After spending a long period of service under this strict master, he gained his independence at age 19 and started his own metalworking business. He soon invented the famous Hayakawa mechanical pencil (Ever-Sharp Pencil) and expanded his factory.

But then, on September 1, 1923, the Great Kanto (Tokyo) Earthquake destroyed the factory and took the lives of Hayakawa's young family. In the midst of this profound despair and hopelessness, Hayakawa sought a fresh start in Osaka.

After establishing Hayakawa Metal Works in the Nishitanabe area of Osaka (the site of present-day Sharp headquarters), he became aware of the future potential of electronics, and taking advantage of his knowledge of metal processing technologies, he began development of radio and television sets.

"Let's make products that others want to imitate."

Hayakawa often repeated this phrase, and the legacy of his spirit, which valued creativity above all, was passed down to a long line of managers at Sharp. In addition to Japan's first crystal radio, television receiver and microwave oven, we went on to achieve breakthroughs such as the world's first transistor-based electronic calculator and the LCD video camera.

Today, creating sustainable social systems is being pursued as a path to solving environmental problems. We regard contributing to society by manufacturing unique products and proposing new lifestyles to be the foremost responsibility that we as a company must fulfill.

Recently, the phrase "corporate social responsibility" (CSR) is being heard with increasing frequency.

Sharp's steps in this area have certainly not been showy, intended to capture the attention of society. Instead, following in the footsteps of our founder, we have remained consistently faithful to our core business, which is "manufacturing," and have constantly strived to fulfill our responsibility as a member of society using approaches that match our inherent character and spirit.

Our basic management concept advocates that we "work to ensure the mutual prosperity of all stakeholders in our business, including shareholders, business partners and employees." This is embodied in "Sincerity and Creativity," our management creed on which this idea rests, and remains deeply engrained as a guiding principle for the actions of our employees and as the spiritual support on which our business was built.

How should Sharp fulfill its role in society in the future?

We continue to come up with answers to this question, and building on a core of contributing to society through manufacturing, we will work ceaselessly toward turning these answers into reality.