The DCM
Value Creation Story

A value creating business that achieves a more comfortable life and living through DIY

Do Create Mystyle くらしの夢をカタチに

We will create new products and services for our customers, flexibly respond to change, unite with the community, and achieve the form of an indispensable company that serves society.

Management resources

- The unity of our highly-motivated approximately 24,000 employees
- Database rooted in know-how and communities to meet DIY needs
- Ability to develop unique products that give consideration to people and the environment and that can be found nowhere else
- Nationwide network of over 840 stores that function as information hubs and allow us to cooperate with communities
- Supply chain which can put information to good use and which can stably supply products
- Financial foundation, which has the financial muscle necessary for mergers, acquisitions and investments and varied procurement methods

Medium to long term threats and opportunities

Threats

- Structural changes to society and customer needs
- Globalization of business conditions, homogenization of the home improvement retailer business
- Embrittlement of growth prerequisites

Opportunities

- Permeation of DIY in life and living
- Growing expectations as social infrastructure

Business development moving forward

Store strategy

Further pursuit of low-cost operation

Creation of our own unique BOPIS style

Better in-house brand product development structure

Expanding the areas in which we do business through promotion of mergers and acquisitions

Transformation into an integrated business that comprehensively makes people's lives more comfortable

Move from a company that sells products to a company that comprehensively provides fulfilling lifestyles

- Taking on the challenge of creating a new generation of home improvement retailers ～Revitalizing stores and expanding the areas in which we do business～
- Sustainably creating both corporate and shareholder value

Business Strategy

※BOPIS : Buy Online Pick-up In Store

Materiality groups

SUSTAINABLE DEVELOPMENT GOALS

- Achievement of a comfortable and sustainable community life and living
- Promotion of circular economy and decarbonization through products and stores
- Deepening of relationships with customers with whom we create new value
- Support of strong community resilience against disasters
- Creation of a workplace where a diverse array of human resources can be active and respecting human rights
- Construction of supply chain that gives consideration to the environment and society
- Stronger corporate governance
- Regional and community development

Value offered by DCM

【Valuable to DCM】

- Products and services that are community-based and conceived from a customer's point of view
- A sense of purpose and motivation in working at DCM developed through the feelings of gratitude from customers

【Valuable to society and the environment】

- Social infrastructure that can stably supply the products necessary for life, living and work
- Important bases supporting living in communities where aging population and the falling birthrate is progressing
- Affluent lifestyles for customers accented with DIY
- Offering of products and services that give consideration to the environment and resource conservation, lifestyle proposals
- Products and services for disaster prevention and damage limitation, support for recovery