

Manufacture and Supporting of pd equipment and instruments.

Presentation: MR. SHIGE M MURAI

Notetaker: Dr. Sirikanlaya Vetchaporn

Dentist Professional level

1. Summary of MORITA global strategy

1.1 Important Direction

- Reboot a Business of ergonomic dental chair in overseas market under supervision of Mr. Haruo Morita, President of J.Morita

- Pursue the Business of ergonomic dental chair together with continuous education activities as a package

- Introduce simplified ergonomic concept and less expensive ergonomic dental chair which can be accepted overseas in market

1.2 Simplified Ergonomic concept “ZERO CONCEPT”

Objective: To get as many overseas dentist as possible to accept and start to practice easily

Easy – to – understand and Flexible contents: A Simplified and compromised Ergonomic concept base on Dr.Beach pd concept

Main contents to be highlighted

- Posture for Dentist and patient
- Mirror Technique (Direct view VS Indirect view)
- Four hands system (for hygienist)

1.3 New Dental Chair for Zero concept

- New Project initiated, Developed and led by J. MORITA concept Local input and need in overseas market are well reflected.

- Simplified and limited options: For a big concern on production cost.
- Less expensive: the most prioritized goal for overseas market.
- Longer warranty period.

2. Introduction of all activities by MORITA.

2.1 Basic direction of ZERO Concept activities

a. Education base activities

a.1 corporation with universities to establish “TRAINING CENTER” in each country.

a.2 Frequent organization of seminar and hands-on workshop.

- a.3 Train up a dedicated trainer in a target university (s) in each country.
 - a.4 Bring ZERO Concept in school as a part of the curriculum.
- b. Initiation of education and academic activities from Asian market: Start from Asian Pacific Such as Hong Kong, Taiwan and South East Asia
- 2.2 Summary of ZERO Concept activities
 - a. Education material and reference.
 - a.1 Preparation of ZERO Concept text book for universities and partners.
 - a.2 Preparation of ZERO Concept video
 - a.3 Possibility of on-time content such as webinar.
 - b. Hand-on & Workshops
 - b.1 By Mr, ISHIDA at Hong Kong university
 - b.2 By Mr, ISOZAKI at TRISAKIT university, In Indonesia under support of Japan Ministry of Economy.
 - b.3 A ongoing project at MONGOLIAN university.
 - b.4 Planning a partnership with one a big dental group in Taiwan.
 - b.5 Planning webinar in collaboration with NISSIN in China.
 - c. MORITA-FDI collaboration
 - c.1 the collaboration, initiated and financially supported by J. MORITA concept.
 - c.2 Dr. ISHIDA and Dr. LAFFONT appointed as project expert.
 - c.3 Projected target and activities until September 2020
 - Launch of partnership.
 - Apposing of expert by MORITA and FDI.
 - Expert meeting.
 - Development of Posutre leaflet.
 - Social Media comparing.
 - Workshops at FDI Shanghai.

4. pd instrument

Current problem: Duo to current price level, existing PD instrument cannot spread to overseas market

What need to be reviewed: MORITA shall feasibility to manufacture necessary PD instrument by other instrument at as reasonable price as possible.

5. Project member

- Sales & market for ZERO concept.

Mr. Shigemitsu MURITA, General manager of overseas of department.

Mr. Takesahi TUCHIHASHI, sales manager.

Mr. Hideyyuki KAWAMURA, sectional manager.

- Development for MUX

Mr. Ken ARAKI, general manager of Global strategy planning department

A suggestion:

1. How much equipment production or How many of price? It not yet known. But it must be cheaper than HPO spacdine.