

SUMMARY OF MASTER'S DISSERTATION

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<p>Title</p> <p style="text-align: center;">Exploring the Management Factors of Survival Small and Medium Size Manufacturing Enterprise in Ota Ward, Tokyo.</p>			
<p>Abstract</p> <p>The manufacturing industry of Ota Ward is in a serious condition, customers are moving out of Ota Ward, Ota Ward is accelerating future urbanization, oversea manufacturing products are increasing a sense of presence in Japanese market etc. The volume of factories and businesses is decreasing in Ota Ward. However, there are many small and medium size manufacturing enterprises that have survived for more than 30 years, maintaining their core competences, such as technologies, corporate culture, know-how etc. Under the transformation of Ota Ward industry, "What kind of business judgments did each small and medium size manufacturing enterprises independently selected and carried out to survive and grow?" Based on that question, this research aims to explore the factors that contributed to survival of small and medium size manufacturing enterprises in Ota Ward.</p> <p>The study is not the case of Ota Ward manufacturing industry but the exploration of factors contributing to the survival of small and medium size enterprises in Ota Ward. The "survival note" has know-hows that are gathered in this study and are available to the public to indirectly contribute and the further growth and development of small and medium size manufacturing enterprises.</p> <p>As this approach, presents the results of the survey regarding the history and industrial structure of Ota Ward in Tokyo, develops the hypothesis of management factors through the interview of actual 11 small and medium size manufacturing enterprises in Ota Ward. Hypothesis verification through a questionnaire survey for 27 manufacturing enterprises is implemented. Also, summarizes the survival note that has findings in the interview.</p> <p>The result of this study is 1) Most small and medium size manufacturing enterprises are making progress multi deals and not depending on one major deal, 2) Reduced cooperation and work sharing among manufacturing enterprises in Ota Ward, 3) Reviewing the manufacturing process is more important than installing the latest equipment, 4) Small and medium enterprises are separated in 2 types. Type 1 enterprises focus on improving their technical skills and seek to expand applications. Type 2 enterprises focus on aggressive sales</p> <p>Finally, summarizes sharp business techniques at the survival note for small and medium size manufacturing enterprises to survive.</p>			
<p>Key Word(5 words)</p> <p>Small and medium size manufacturing enterprise, core competence, management fact, Ota Ward, condition for survival,</p>			