

JR-West Group's Value Creation Model

As we stand at a turning point in our business, at which we are witnessing great changes in the structure of society and in what people value, let's look at the value creation models we are currently studying so that the JR-West Group can figure out how to continue providing value.

In order to further boost value for our stakeholders, we want to engage them in deeper discussions to discover which of our current business fields to expand and which new business fields to enter.

JR-West Business Activities

Under the JR-West Group's current business model, besides improving the safety and convenience of railways, we create flows of people centered around our railway business so as to boost synergy with commerce and real estate. Businesses other than real estate are closely linked to mobility, and with the COVID-19 pandemic causing a shrinking of mobility volume, the problems of our business structure have come into sharp relief. To jump-start our railway business, we will boost safety, reform our revenues and expenses, and create new mobility demand centering on the Shinkansen. We will also proceed with community/city development in order to create greater synergy and demand. Further, leveraging the many contact points with customers, we will pursue a digital strategy in which we expand synergy by meticulously meeting their needs. By utilizing our strengths through these efforts, we will widen the scope of business in new fields not directly connected to mobility, thus realizing our goal of creating "a safe and comfortable society filled with meetings among people and smiles."

