



MUJI
無印良品

COMPANY ANALYSIS
MUJIRUSHI RYOHIN(MUJI)

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EXECUTIVE SUMMARY



MUJIRUSHI RYOHIN (MUJI) is a multinational corporation with a diverse product line. MUJI's products are succinct, but they aren't minimalist. They are the result of an exceedingly rational manufacturing process. To put it another way, they're like empty containers. Simplicity and emptiness produce the ultimate universality, which encompasses all people's feelings and thoughts. We've been praised for being "environmentally friendly," "low-cost," "simple," "anonymous," and "nature-oriented." MUJI aspires to live up to all of these diverse appraisals without laying an undue emphasis on any of them.

The focus of this case study analysis is on the MUJI production wardrobe, which will be analysed, investigated, and identified, along with their current problems, in order to find a better solution that can be implemented in the MUJI company to improve the existing system in business development growth. Customers with a busy lifestyle, a high income, and millennial age group are the company's target consumers. When faced with a busy workday, Japanese customers encounter a number of issues. As a result, MUJI Company will need to develop new strategies in order to compete in the global market. As a result, the plan has undergone some examination and execution. Furthermore, a SWOT analysis has been drawn out to strengthen the company's strengths and to identify activities to address the company's weaknesses.

2.3 Products/ Services

Muji offers a wide range of products that are divided into 40 categories. They have more than 20 products in each category. Here are some MUJI product examples.

Table 1 Type of Product and Description

NO	PRODUCT	DESCRIPTIONS
1	<p>FASHION</p> 	<p>Muji clothing has been described as a "fashion alternative." They're elegant and simple in terms of look. They are meant to be worn for its comfort according to the brand. Until recently, MUJI has been recognized for its no brand products selling their clothing line for affordable prices with quality on the sides.</p>
2	<p>CHILDREN</p> 	<p>MUJI children's clothes are made from environmentally-friendly organic cotton. The basic and simple design is easy to wear and easy to wash. They are available in a variety of colours and sizes. It's the ideal choice for children's everyday wear.</p>
3	<p>HEALTH AND BEAUTY</p>	<p>The MUJI multi-product skin care line caters to a wide range of skin types and is created in Japan. Mineral oil is not used in MUJI cosmetics, and they are fragrance-free. MUJI cosmetics are mostly designed which are</p>