

My dear colleagues,

Firstly, I would like to express my gratitude for launching our new NNR Global Website and social media activities. This surely can be the platform where all NNR family members and our valued customers and associates will easily and widely communicate with each other. Here is my first manuscript and with this opportunity, I will show my ideal image of NNR; what NNR should be:

**“How do you sell 1 Dollar Coke at 10 Dollars?”**

Recently I have read the book with the title above.

Normally a can of Coke costs around 1 Dollar, maybe cheaper at a discount shop. Any Coke is the same liquid, nothing different. Who would like to pay 10 Dollars for a small Coke?

The writer of the book has the answer:

When he was staying at Ritz Carlton Hotel, he felt very thirsty and called for room service.

Moments later, the Coke was delivered to his room. It was in a glass of clear crystal and was put on a silver tray. Crystal ice is in the glass with some lime. The room service person mentioned softly *“Please enjoy it and have a wonderful night!”*



The writer was no doubt very thirsty, very busy and in unfamiliar surroundings. The cheaper alternative was the prospect of interrupting their challenging schedule to change clothing and go down to the bar and order a Coke; saving maybe 3 or 4 Dollars. The *cheapest* alternative was to change clothing, put on a coat, find some local currency and walk the local streets in search of a drink; saving possibly 8 or 9 Dollars.

If we just try to sell a Coke itself, the price is usually quite low and we might be involved with stiff price competition. However if we try to sell our service which makes people comfortable, it might cost more, but may be the best price for your total satisfaction.

Inspiration beyond expectation is brought by Value Added Service. I believe NNR is the company who makes all people surrounding us feel happy. NNR is providing Confidence, Comfort and Enjoyment.

**I believe that we shall make the best company in the world together.**

Joe Kitamura

Managing Director, NNR Global Logistics

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