

A man in a dark jacket and glasses is shown in profile, looking down at a mobile device he is holding. The background is a blurred outdoor setting with trees and a fence. A small yellow square is visible in the upper center of the image.

**Panasonic**  
ideas for life

# The Breakdown

- Concepts:
  - Culture in business practices
  - Corporation development
- Thesis:
  - “Panasonic, one of the last standing traditional Japanese companies, has undergone drastic changes, due to the forces of globalization and the influence of Western ideas. This is the story of the impact of these pressures on Panasonic and the transformation of their business culture.”

# Konosuke Matsushita

- Born November 1894 outskirts of Osaka
- Age 15 starts at Osaka Electric Light Company
- “Untapped market for high quality household consumer electronics” so he looks at light sockets
- Matsushita Electric Housewares Manufacturing Works founded 1917
  - 3 employees, family business
- Hoichi Kai 1920,
  - establish healthy loyal employee relations
  - cooperation & unity of company is key

