Keeping on sowing the seeds of joy amongst people and society at large is the very essence of
The origins of our approach lie with our founder Seiichi Suzuki’s philosophy. His ideals remain in

Our raison d'être

Sowing the seeds of joy for people and society

Corporate objective

Duskin strives to unify business and morals.

We love our fellow human beings and work to bring out the best in them.

We continuously train and encourage our employees to take the responsibility to ask the simple question: “May I help you?” with sincerity.

Duskin sows the seeds of joy.

Our founder’s philosophy lives on.

Based on our founder’s philosophy, which lives on to this day, attentive care for our customers is our ultimate focus. His life principles are reflected in our management philosophy called Prayerful Management. All of our employees incorporate his philosophy of sharing joy and doing our best in all that we do in everyday life.

The basis of our philosophy

Profit is the reward of joyous transactions

Duskin’s founder, Seiichi Suzuki believed that profit is the reward of joyous transactions, working energetically to that end. He wished that everyone who took part in Duskin’s work would be happy. Home Duskin, a modern, specially treated cloth, marked the beginning of a new way of dusting without water. Introducing this method was a big step toward realizing our founder’s wishes. People called it the magic dust cloth — and it brought innovative cleaning techniques to homes across Japan.

Franchising to achieve our business philosophy

Duskin launched its franchising system with the hope that it would provide opportunities to make dust control into a successful business for people aligned with our philosophy of Prayerful Management. We think of franchising as a system for franchisor and franchisees to share in each other's fortunes and realize growth.

Franchise system to sow the seeds of joy

Duskin has a unique franchise network in which the franchisor and franchisees share the same interests and are united by the same management philosophy of Prayerful Management. At Duskin, we believe the franchising system enriches us spiritually and materially, as we support each other and continue to grow together. The franchisor and franchisees also share the goal of achieving a society where customers can lead a happy and peaceful life. This has been and will be Duskin’s greatest strength.

Overview

The Core of Duskin

Duskin and is the driving force for the Duskin Group. practice to this day, perpetuated through the generations since his time.
Seiichi Suzuki founded Duskin in 1963 to sow the seeds of joy for people and communities. Duskin has continued to provide products and services that respond to the needs of the time and social demands. Duskin’s journey represents our continued practice of sowing the seeds of joy.

As Japan enjoyed high economic growth, air and water pollution problems surfaced in many parts of the country, and so did health damage for an increasing number of people. As Japan enjoyed high economic growth, air and water pollution problems surfaced in many parts of the country, and so did health damage for an increasing number of people.

At the 1970 Osaka Expo, foods such as fried chicken and sukiyaki served on conveyor belts became popular, bringing people to enjoy eating as a fun experience. At the 1970 Osaka Expo, foods such as fried chicken and sukiyaki served on conveyor belts became popular, bringing people to enjoy eating as a fun experience.

The situation for consumers changed radically as the focus of economic activities shifted from goods to services. The situation for consumers changed radically as the focus of economic activities shifted from goods to services.

Japanese companies eagerly expanded into Asia as Asian economies grew, while Japan saw its bubble economy collapse and entered an era of economic stagnation. Japanese companies eagerly expanded into Asia as Asian economies grew, while Japan saw its bubble economy collapse and entered an era of economic stagnation.

In the 2000s, the advancement of medical technology led to a longer average life expectancy, ushering in an aging society. In the 2000s, the advancement of medical technology led to a longer average life expectancy, ushering in an aging society.

In 2016, the employment rate of Japanese women reached 69.6%, indicating their greater participation in society. In 2016, the employment rate of Japanese women reached 69.6%, indicating their greater participation in society.

Full-scale efforts began to eliminate CO2 emissions and reduce plastic waste. Full-scale efforts began to eliminate CO2 emissions and reduce plastic waste.

CORPORATE REPORT 2021

Overview
Our History of Sowing the Seeds of Joy

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