



Development Project

HOME | Our Company > Business Info > Development Project > Digital Business Center

Digital Business Center



Promotion Section

In charge of company-wide promotion and DX (Digital Transformation).

We provide support according to the objectives of the business unit, from strategic planning to improvement proposals for web marketing in B2C businesses.

This includes web advertising operations, ad production, PR strategies, SNS strategies, and online event development.

We always set KPIs (Key Performance Indicators) and work on verification and improvement with an awareness of the PDCA cycle.

We also provide support for new planning and business development in the digital domain.

DX Planning section

This department plays a central role in the company's digital business by developing new businesses in the digital field and proposing and supporting the shift of internal businesses to digital platforms.

The department is responsible for creating new IP and building new sales, while collaborating with various business partners. We will also be in charge of promoting cross company project.