

A noodle shop as an independent enterprise

Today, there are a number of independent proprietors, who run their respective businesses in different ways. Each proprietor autonomously conducts business by making the most of their characteristics. The same goes for noodle shop owners, regardless of the type of noodles they offer or whether they run the business during the day or late at night. These people work alone as an independent enterprise putting their heart and soul into their business, and judge the pros and cons by making observations and determining the course of action from an independent proprietor's perspective.

However, salaried workers in major companies do not show this level of commitment. The fact of the matter is, I have a feeling that they merely focus on performing their assigned tasks from an employee's perspective.

I want you to go one step further, and think whether you can possibly make observations and judgments based on the spirit that you run an independent enterprise in accordance with the principle of employee entrepreneurship within a company called Matsushita Electric, or whether it is wrong to do so.

If you are to abide by the principle of employee entrepreneurship, then, for example, I don't believe that you can finish the job only within the given scope. If you run a business as a late-night noodle shop owner, you must engage in work by willingly promoting your products, or noodle dishes, and set up a riverside stand and appeal to potential customers. You might taste the day's broth or eat some noodles yourself to decide whether or not it is a bit too salty.

Luckily for you, when the first customer comes in, you will hand them a noodle dish, and the first thing you will probably say is "How do you like today's broth and noodles?" Although you thought they tasted fine, you bring in passersby to eat your noodle dishes and ask how they like the day's broth and noodles. You should naturally ask this question to customers despite being satisfied with the finish of your products. If you don't do this, then you are showing a total lack of commitment to your own business as a noodle shop owner.

However, if you are eager to do well in business, then you would want to get your customers' feedback on the freshly made broth and the temperature of the noodles despite your positive opinion. I believe that this is the natural course of action the more dedicated you are. With the customers' approval of the day's broth and noodles, you will finally feel reassured and

know that you are properly doing your job.

I believe that this type of effort will eventually allow one to succeed in operating an independent business. This is how all independent operations should be managed. Proprietors who refuse to make these efforts can be considered incompetent, and those lacking the aptitude for business management will fall behind in due course. True independent proprietors should naturally become eager to ask about the taste of their noodle dishes.

The founder's speech at the Matsushita Electric Annual Management Policy Meeting,
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