

## Definition of consumer-oriented management

Consumer-oriented management is where businesses have/are:

### General consumers' viewpoints

- Put ensuring of consumer's rights and increase of interests as the heart of their operations, from the general consumers' viewpoints

### Providers of sound market

- Gain consumers' trust as providers of sound market through ensuring consumer safety and fairness of trade, and providing information necessary for consumers

### Awareness of social responsibility

- Operate business while being aware of their own social responsibilities, working towards creating a sustainable and desirable society

\*Not limited to businesses dealing directly with consumers.



**Deepening communication with consumer**