Our Vision

The JFR Group has encountered numerous struggles over its 400-year history. Every time we have faced a crisis, we have returned to our Corporate Credos, "Service before Profit" and "Abjure al evil. Practice all good." We are convinced that our management today is the result of carrying out our business activities honestly while keeping abreast of changes in our customers and society. A company cannot develop without coexisting with society. It is now essential for management to take a long-term perspective to create a vision of what the company should be in the future, a company of significance for society. Clearly, corporate activities cannot be conducted by turning a blind eye to the growing seriousness of global environmental issues such as global warming, ocean pollution, and loss of biodiversity, as well as human rights issues in the supply chain. By incorporating the concept of sustainability into our corporate and business strategies to address those issues, we believe we can obtain a sustainable management framework for future business growth.

Based on this belief, J. Front Retailing will promote sustainability management and contribute to the "Well-Being Life" of our stakeholders by practicing CSV (Creating Shared Value) that balances the resolution of environmental and social issues with corporate growth, with the aim of realizing a sustainable society and new happiness in people's lives.

Corporate Credo
Service before Profit   Abjure All Evil and Practice All Good
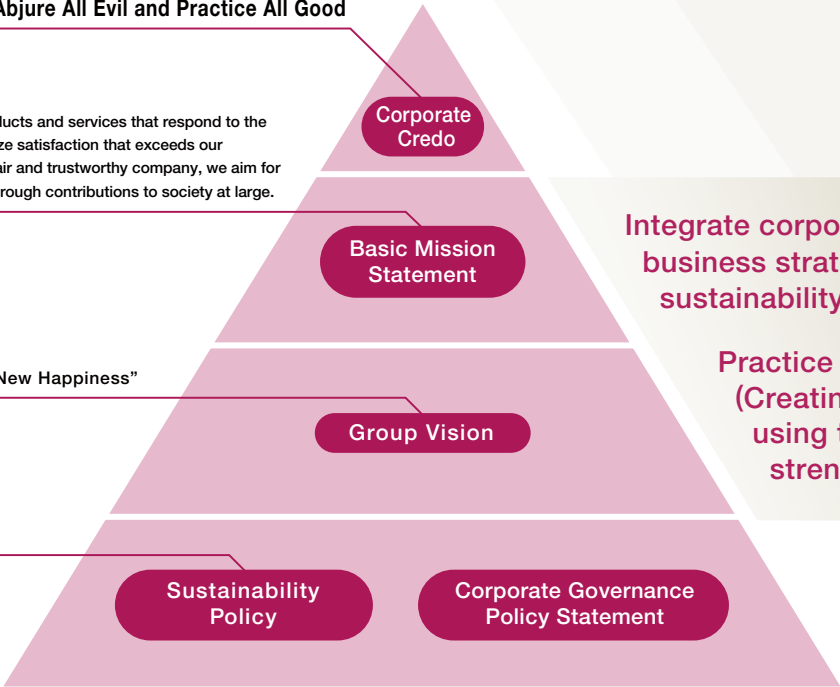
Basic Mission Statement
We will provide high quality products and services that respond to the changing times, and aim to realize satisfaction that exceeds our customers' expectations. As a fair and trustworthy company, we aim for the development of our group through contributions to society at large.

Group Vision
Create and Bring to Life "New Happiness"

Sustainability Policy
With People,
with Local Communities,
with the Environment

- Corporate Credo
- Basic Mission Statement
- Group Vision
- Sustainability Policy
- Corporate Governance Policy Statement

Integrate corporate and business strategy with sustainability management

Practice CSV (Creating Shared Value) using the Group's strengths

Well-Being Life

Realization of Well-Being Life through New Value Creation