

Title	メーカーの販売会社支援サービス開発過程における価値創造
Author(s)	大塩, 和寛
Citation	
Issue Date	2013-09
Type	Thesis or Dissertation
Text version	author
URL	<a href="http://hdl.handle.net/10119/11505">http://hdl.handle.net/10119/11505</a>
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# The value creation in a sales company support service development process of the manufacturer.

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September 2013

**Keywords:** service development, value creation, knowledge creation, white space of knowledge, manufacturer,

In recent years, Commoditization of BtoB product as well as BtoC product has been proceeded. The field of MFP, which was competitive in or among the Japanese companies due to its strong integral architecture element, was no exception. The fall of the selling price by rapid commoditization of a product is remarkable. Manufacturer needs to achieve product differentiation in part other than price and performance. In this circumstance, it appears Service is the most important element in differentiation. From such market situation, any manufacturer is urged to develop new service , which is not the maintenance service of a conventional type but can obtain a customer's satisfaction.

The purpose of this research is to pursue how the manufacturer can create a value and explore customer requirements.

In this research, two cases of the sales company support service developments at the P Company are taken up. As a result of verification, it was confirmed that the rough design contributes to new idea creation. The produced product with an attention to detail, is targeted to criticism. But it does not become the origin which makes a new idea. To leave a space which can put in a new idea. That is to say it was suggested that it is important to make "the white space of knowledge".

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In this research, it was aimed to clarify about the effectiveness of the white space of knowledge in a service development process. However, it is necessary to advance research about the following things:

- The ratio of appropriate white space of knowledge has not been able to make clear at the moment.
- Effect of the white space of knowledge has been used in the development process. However, the design method has not been able to make clear at the moment. Here is the necessity that the validity of a model verifies by analyzing more examples. By making it clear this research will be able to contribute to the development of services in a variety of situations.