

“Creation of Customer” and “Quality of Life”

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Abstract

This paper aims to consider the characteristics of customer-creating activities of business enterprise in relation to the influence these have on the quality of life.

In order to achieve this purpose, this paper examines the theory of management proposed by P. F. Drucker. He defines the purpose of business as “creating of customer,” rather than “maximization of profit.” He further advises that business enterprise should attempt to seek out profitable business opportunities that serve social needs.

This implies (1) that if a business enterprise could succeed in creating customers, since it is the customers who define the business, constitute its foundation and create profit, then it would inevitably secure its survival, prosperity and profit ; and (2) that if business enterprise could succeed in converting social needs, i.e. “quality of life” into business opportunity, then business needs would coincide with social needs.