

**IT'S A BEAUTIFUL WORLD**

**Acusty**



**Why is Acusty's consulting so successful?**

## COMPANY

### Acusty co., ltd

HEAD OFFICE	29F 2-16-7 Konan, Minato-ku, Tokyo 108-0075 Japan
FOUNDED IN	February 1st, 2021
CAPITAL	1 million Japanese Yen
BOARD MEMBER	CEO Ryo Aotani
BANK	Mizuho Bank Toyohashi Branch
BUSINESS	Management consulting business Manager training business Communication design business
TEL	+81-3-5479-1005
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## MISSION

"True Happiness Through Beauty"  
"IT'S A BEAUTIFUL WORLD"

Our mission is to spread these philosophies throughout the world.

A world connected not by greed and distrust, but by love and trust.

A world where people's true worth is demonstrated, and where they grow and develop.

A world of co-creation and co-prosperity that transcends conflict and discrimination.

We propose new communication design.



## PROFILE

### **RYO AOTANI** CEO & President

Born in Tokyo in 1973.

In his 20s, he is a newspaper salesman with the highest number of contracts nationwide.

After that, joined an advertising agency. Studied design and marketing and worked on advertisements for major companies. In 2011, he joined a life insurance company. As a life planner, he achieved excellent results, winning various awards.

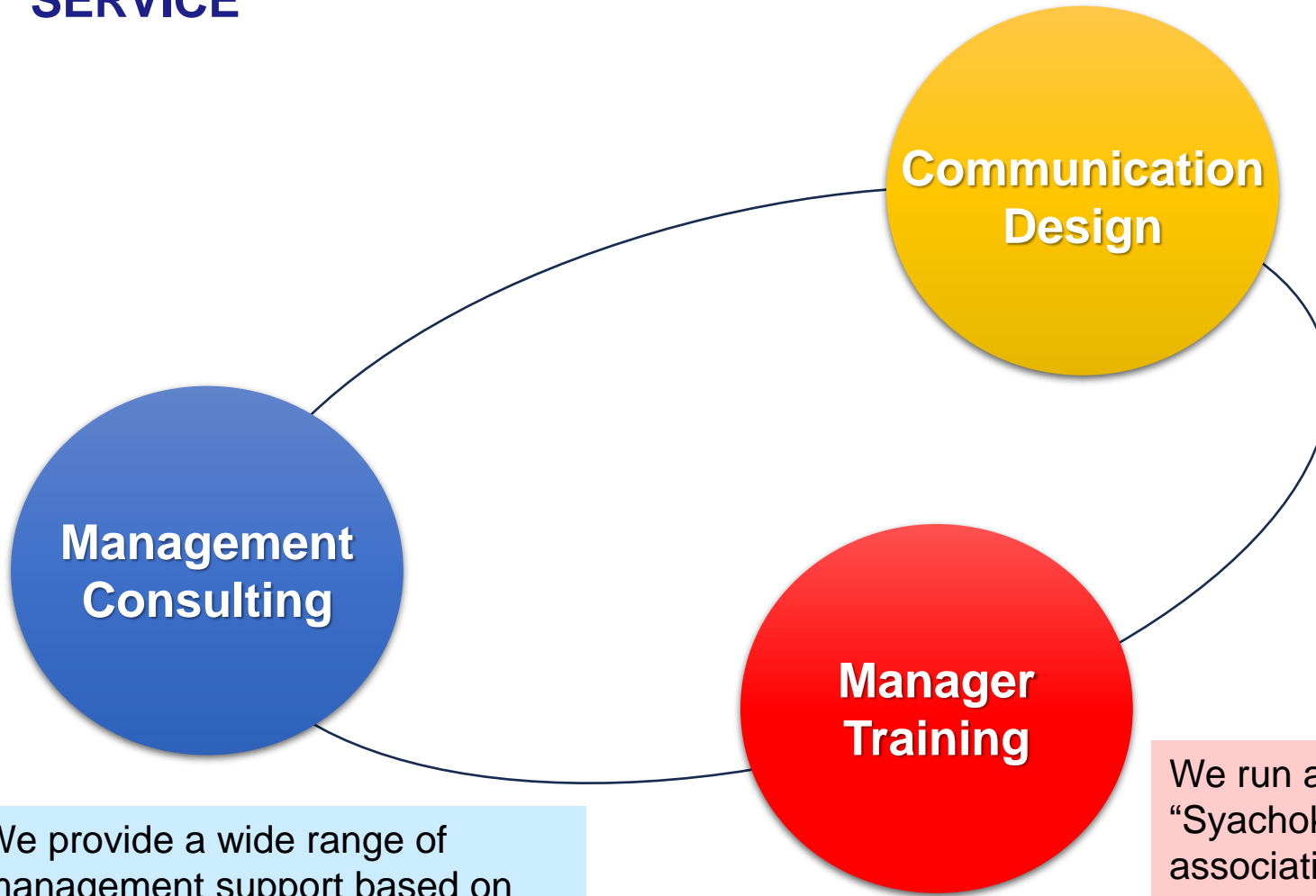
He built close relationships with corporate managers and started supporting them by leveraging his own experience. While supporting management, He realized that philosophy management called “Rinen Keiei” in Japanese is the motivation to contribute to the world, and in 2015 he launched an organization called “Syachokai”, a corporate association to study philosophy management together.

In 2021, he left his life insurance company and established Acusty Co., Ltd. in order to provide full-fledged guidance to managers.

Currently involved in the management of 27 companies.



## SERVICE



We plan and execute communication with clients and express the true values inherent in management and the corporation to achieve corporate objectives.

We provide a wide range of management support based on "Philosophy Management," including finance, human resource development, organization building, business succession, system design, marketing, and branding.

We run an organization called "Syachokai", a corporate association to learn "Philosophy Management" together. Through regular events and meetings, we work to train 100 philosophy managers who can train 100 philosophy managers.

## Management Consulting

We supported business owners as a consultant, advisor, director, and shareholder. The fields of support included finance, human resource development, organization building, business succession, system design, marketing, branding, and more.

As a result, various achievements have been occurred, such as companies that have increased their business performance by more than 10% even with the Corona disaster, companies that have improved their labor cost ratios, companies that have achieved overwhelming business results, companies that have become completely independent of loans, and companies whose managers have come to feel happy.

“Philosophy management” is a type of management that connects managers, employees, and customers with love and trust, rather than greed or emotion, and allows businesses to develop while feeling true happiness.



## Manager Training

We realized that philosophy management called “Rinen Keiei” in Japanese is the motivation to contribute to the world, and in 2015 I launched an organization called “Syachokai”, a corporate association to study philosophy management together. Embarked on a project to train 100 philosophy managers who can train 100 philosophy managers.

At the “Syachokai”, in order to deeply understand management philosophy, we learn about human history, philosophy, tradition, and culture through classroom lectures. We also regularly travel to Japan and other parts of the world to experience the great footprints left by our predecessors with all five senses.

In this way, the members learn the "philosophy" with their minds, bodies, and hearts, and by applying it to their daily management, they grow into managers who are able to achieve development that is not influenced by age.



## Communication Design

Good products are sold. Good companies are chosen. We plan and execute communications with customers in order to properly present to the world the company, products, and services that have become authentic through "Philosophy Management."

Utilizing the experience as a creative director, we create corporate identity. Shape the company's philosophy and make it permeate the employees, at the same time delivering it to the customers. The media we design includes business cards, various printed materials, pamphlets, websites, and so on.

There are many examples of companies that have grown by our consulting, such as companies that have increased sales by more than 10%, companies that have expanded their locations with record earnings, and companies that have successfully recruited employees.





## Results

- Expanded sales from 400 million yen to 600 million yen in 2 years (Interior Services for Medical and Welfare)
- Expanded sales from 27 million yen to 50 million yen in 1 year (Real Estate)
- Expanded sales from 56 million yen to 70 million yen in 1 year (Agriculture)
- Expanded sales from 55 million yen to 110 million yen in 3 years (Welfare Equipment Rental)
- Successfully raised prices to customers and improved from minus 100 million yen profit in the previous year to plus 200 million yen in the following year (Transportation Industry)
- Expanded from 38 employees to 61 in 2 years (Interior Services for Medical and Welfare)
- Success in recruiting immediate sales talent at low cost by strengthening recruitment (Real Estate)
- Expanded the number of stores from 1 to 3 in 5 years (Esthetic Salons)
- Avoided a cash shortfall by expanding sales and providing cash management (Judicial Scrivener)
- Avoided a cash shortfall by expanding sales and providing cash management (Temporary Staffing Agency)

# True Happiness Through Beauty



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