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To whom it may concern

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Sports business launched a new brand strategy “LUC+”

Our consolidated sports business subsidiary, Lucent Co., Ltd. launched new brand “LUC+” on 21 December 2018. We had a strategic kick-off meeting to share the mission and vision of the new brand “LUC+” with all participants as involved parties.

The participants of the meeting were mainly coaches at our tennis club who wear the new brand wears at work. They are in the front line of our new brand business.

They call them as “Athletes Staff” because they not only work as their duties but also actually play in tennis tournaments enjoying their athlete lives. In our 5 years business plan of sports business of Lucent Co., Ltd. set up “Athlete Staff strategy” as an important role to achieve its goal.

Find a movie regarding the strategic kick-off meeting

<https://www.facebook.com/126491661329943/posts/308179316494509/>

Find a file regarding 5 years business plan of sports business of Lucent Co., Ltd.

http://lucent.hatenablog.jp/entry/2018/06/27/1_1

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