



# Canon

CANON U.S.A INC.

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GRA2406 – Production Management Systems I



# COMPANY OVERVIEW

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This company specializes in professional business and the manufacturing of consumer imaging equipment and information systems.

- Cameras
- Camcorders
- Photocopiers
- Computer Printers
- Printing Presses
- Medical Equipment

# COMPANY OVERVIEW

## **Locations:**

Headquarters:

1 Canon Park

Melville, NY 11747

## **Other:**

Japan, Americas, Europe, Middle East/  
Africa, Asia, Oceania

## **Website:**

<http://www.usa.canon.com/cusa/home>



# COMPANY OVERVIEW

## Employees

	2009	2010	2011	2012
Japan	73,635	71,954	70,346	70,234
Americas	11,084	20,182	19,205	19,086
Europe	12,004	23,434	22,739	23,161
Asia & Oceania	72,156	197,386	86,017	84,487

# HISTORY

- ❖ 1955- September 23, Canon establishes their first branch office at 550 Fifth Avenue in New Your City. Canon's New York branch markets their first camera, the IVSB.
- ❖ 1957- The first Canon 8mm movie camera, the Cine 8T.
- ❖ 1964- Debuts the worlds first 10 key electronic calculator, the Canola 130.
- ❖ 1998 – Introduces the first digital radiography system, the CXDI-11.
- ❖ 2008 – Introducing the image press C700VP, thus revolutionizing digital production printing.
- ❖ 2011- The DreamLabo 5000 photo printer was introduced.

# DREAMLABO 5000 PRODUCTION PHOTO PRINTER

Canon's first ever inkjet production photo printer. It uses inkjet technology and produces output quality that rivals a conventional silver halide technology. It is designed for the retail photo printing and the high-end print-on-demand (POD) markets. It delivers high speed printing of high-quality photos and a high-density print that produces superior detail in both photos and text.





# OVERVIEW OF THE DL5000

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- ❖ Canon's first inkjet production photo printer
- ❖ 7-color ink system with FINE technology
- ❖ High speed one-pass printing
- ❖ Automatic Duplex Printing
- ❖ Dual paper magazines and dual ink tanks
- ❖ Easy maintenance
- ❖ Digital Photo Image Enhancement System

# OVERVIEW OF THE DL5000

## **It has:**

- ❖ Units for de-curling, skew correction, inspection, front and back cutting and temperature control.
- ❖ Double tanks for ink cartridge replacement during printing, to avoid stopping.
- ❖ Double paper magazine system that automatically supplies paper from a separate magazine when a paper roll runs out.

## **Also:**

- ❖ It is environmentally conscious with no direct contact with harmful chemicals.
- ❖ Can do a 20-page A4-format photo album in 72 seconds or forty 4"x 6" photo prints in a minute.
- ❖ Offers a print resolution of 2400 dpi.
- ❖ Can make greeting cards, calendars, full-color brochures, leaflets and print-on-demand illustrated book production.



# SPECIFICATIONS FOR THE DL5000

**Print Technology:** Inkjet technology

**Input:** RGB (sRGB / AdobeRGB)

**Print Resolution:** 2400 × 1200 dpi

**Print Size:** 3.5" x 3.5" / 25" x 12"

(89mm x 89mm / 635mm x 305mm)

**Printing Speed:** 8" x 10" 1,180 pages per hour

**Ink:** Black, cyan, magenta, yellow, photo cyan, photo magenta, gray

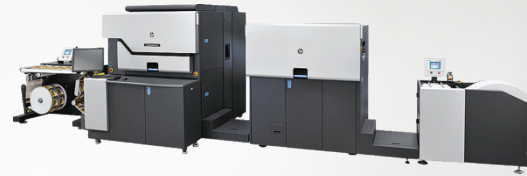
**Paper Supply:** Two rolls loadable

Four rolls loadable (With optional paper deck)

**Paper Type:** Metallic paper, Luster paper, Luster paper, Glossy paper, Glossy paper, Silky paper, Satin paper.

# PRIMARY COMPETITORS

- ❖ Indigo from HP
- ❖ NexPress from Kodak
- ❖ iGen from Xerox



**Customers:** Professional Photographers, Imaging Companies & Printing Companies

# PRIMARY COMPETITORS

Specs	DreamLabo 5000	Indigo W7250	NexPress S3000	iGen 150
Print Technology	Inkjet	Digital Offset	Dry electrophotography	Digital Color Press Xerography
Resolution	2400 × 1200 dpi	2438 x 2438 dpi	600 dpi, multi-bit	2400 x 2400 dpi
Inks	CMYK , photo cyan, photo magenta, gray	CMYK, CMYKOV, CMYKOVG	CMYK	CMYK Process Colors
Print Speed	1,180 8" x 10" pages per hour	4,400 four-color 8".5 x 11" in pages per hour	6,000 8.5 x 11 in. pages per hour	8,250 8.5" x 11"/A4 sheets per hour
Paper	Metallic, Luster, Luster, Glossy, Glossy, Silky, Satin	Compatible with any substrate including coated, uncoated, and recycled stock.	Uncoated, matte coated, glossy coated, cast coated, textured, wood free, recycled, labels; transparencies, photo book paper, synthetics & more	Coated, uncoated, textured, specialty stocks, recycled, perforated, tabs, transparencies, a wide variety of labels, synthetics & more.
Price	\$570,000		\$448,500	\$752,000

A decorative white floral border with intricate scrollwork and leaf patterns surrounds the central text. The border is symmetrical and features a central crest-like element at the top.

# FINANCIALS

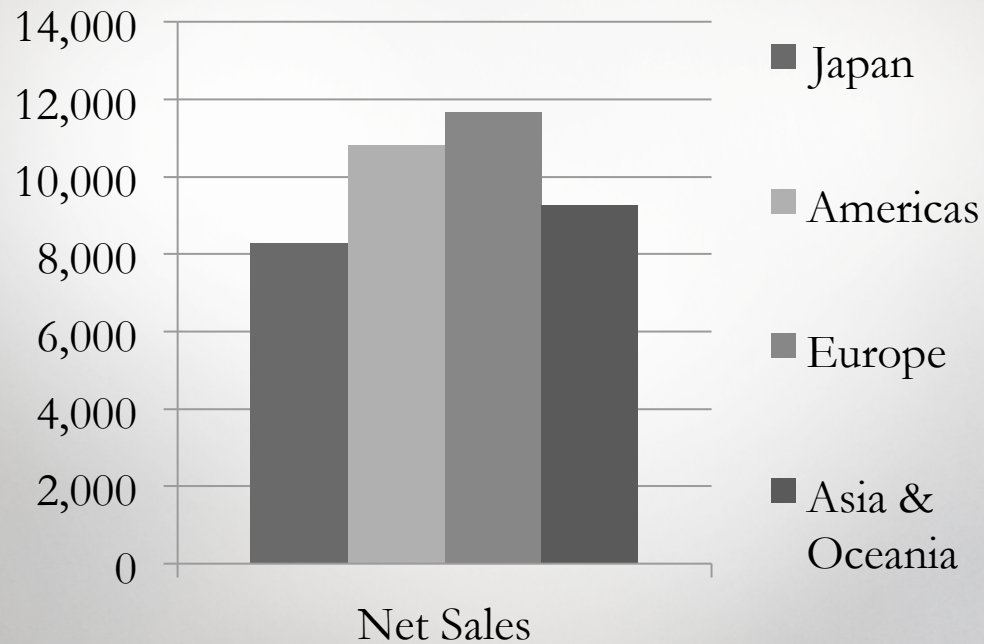
- Revenue (2012): 2,793.655 Million
- Net sales (2012): \$39,998 million
- Net income (2012): \$2,581 million

**Each Individual Country:**

- ❖ Japan Net sales: \$8,279 million
- ❖ Americas Net sales: \$10,803 million
- ❖ Europe Net sales: \$11,656 million
- ❖ Asia & Oceania Net sales: \$9,260 million

- Fiscal year ended December 31, 2012.

# FINANCIALS





# SWOT ANALYSIS

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## **Strengths:**

- ❖ Keeps the costs lower than their competitors.
- ❖ Good marketing strategies.
- ❖ Good brand recognition.

## **Weaknesses:**

- ❖ Overdependence on office businesses.
- ❖ Their reliance on Hewlett-Packard.



# SWOT ANALYSIS

## Opportunities:

- ❖ Demand for printing products.
- ❖ Use of being able to upload to social networks.

## Threats:

- ❖ Foreign exchange
- ❖ The rising of counterfeit goods on the market.
- ❖ Competitors can take away market share.

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