Eroding Empires Electronics Giants Of Japan Undergo Wrenching Change

Best by Nimble Asian Rivals, Former Technology Leaders Are Driven to Slim Down

Toshiba, Fujitsu Lay Chip Plans

By ROBERT G. OUSTER

TOKYO—Memory chip giant Toshiba Corp. is pinning its hopes on a new generation of memory chips that it hopes will enable the company to slim itself down to a slimmer, more profitable business model.

Toshiba is one of several Japanese electronics giants that have been hit hard by the global recession, as consumers cut back on spending on big-ticket items like televisions and home appliances. The company has been trying to diversify its business by investing in areas like solar power and renewable energy, but those efforts have not been enough to offset the downturn in its core chip business.

Toshiba has already announced several rounds of layoffs and cost-cutting measures in recent years, and it is now considering selling off some of its non-core assets to raise cash. The company is also looking at ways to improve efficiency and reduce overhead costs.

In a letter to employees, Toshiba CEOKENICHI UMEMOTO said the company would be “rethinking the business model” of its chip division and that it would be “streamlining operations” to improve profitability.

Toshiba is not alone in its struggles. Other Japanese chip makers like Kioxia and Renesas have also been hit by the downturn, and they too are looking at ways to cut costs and improve efficiency.

In the end, it is likely that Toshiba and its peers will have to make some tough decisions in order to survive the current crisis. The chip industry is notoriously cyclical, and it is not uncommon for companies to go through periods of profitability and downturns.

But Toshiba is determined to emerge from this crisis stronger and more competitive than ever. The company has a clear strategy and is committed to implementing it. With its new chip technology, Toshiba is looking to position itself as a leader in the emerging market for advanced memory chips. And with its focus on cost-cutting and efficiency, the company is well-positioned to weather the storm and emerge on the other side stronger than ever.

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Why the Bad Guys of the Boardroom Have Emerged in Masses

Corporate Accountability

A parade of big names tell serious questions about their business practices.

COMPANY

Adidas

Cemex

Computer Associates

Dyson

E exercises

Exxon

Federal Express

Honeywell

IBM

ICICI Bank

Intel

Johnson Controls

Lynx

Morgan Stanley

News Corp

Oracle

PepsiCo

Philips

Rhode Island

Safeway

Sara Lee

Sony

T-Mobile

TransUnion

Wells Fargo

Xerox

Yao Ming

Zara

PERCENTAGE CHANGE IN SHARE PRICE SINCE 1/1/2008

-0.95%

-0.78%

-2.82%

-62.87%

-3.25%

-7.08%

-35.00%

-8.40%

-30.00%

-0.60%

-7.58%

-0.82%

-1.00%

-8.59%

-3.36%

-0.98%

-4.24%

-0.00%

-1.30%

-1.10%

-2.82%

-0.10%

-0.30%

-0.96%

-0.66%

-0.22%

-0.10%