

Single-Family Houses

Sales ¥390 billion

Contracting business

Responding to needs and trends

After a period of year-on-year growth in the previous term, housing starts in fiscal 2004 in the single-family housing new-build market once again began to slide, declining 1.6%.

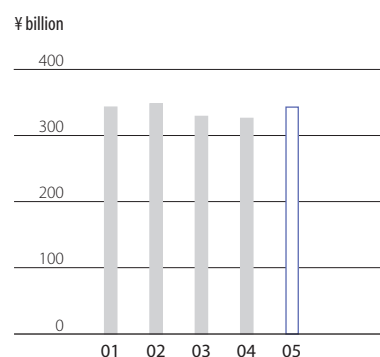
In our custom-made housing business, we are improving the basic functionality sought in housing to respond to natural disasters. This includes burglary prevention and earthquake-proofing. Additionally, we are developing products with superior cost performance with their simple design and rich variety of exteriors directed towards the diversified lifestyles of second-generation baby boomers. Also, to meet the rebuilding needs of the over-fifty age group, we are working to develop high-quality products with exterior and interior designs with a sense of elegance based on the concept of polished luxury as well as increased durability and insulation efficiency.



Aiming at improvements in product value

We intend to promote product development focused on improved durability and increased housing functionality, reflecting the perspectives of the residents for structure and function. Additionally, in order to develop marketing strategies for specific region or communities along with aged-based strategies, we plan to close its 50 general display sites over three years while aggressively developing a movable display site, "Delight," throughout Japan in which a model house is built on a residential area. We are also strengthening its Internet sales directed toward younger people. In Living Salons situated in strategic locations, we are increasing customer satisfaction and closing rates by providing meticulous service from specialist staff that are able to respond to the need for consultations on construction, funding and other issues. In this way, we aim to increase the strength of the Daiwa House brand and expand its market.

Housing sales
(Daiwa House Industry, non-consolidated)



Number of houses sold
(Daiwa House Industry, non-consolidated)

