住宅産業とは何か

住宅業界には金融、建材、土地、建物の分野がありますが、これらを産業と呼ぶのは建物の分野だけではないかと思います。交通業界において、自動車産業というのではありませんが、交通産業というのと同じです。住宅業界においてプレハブ住宅業界が産業を呼ぶと思います。

プレハブ住宅とは

プレハブ住宅とは何かというと、現場工法を工場での大量生産方式に切りかえ、資材と手間を合理化します。その効果は①値が安く供給できる、②均一な品質が確保できる、③高品質なものができる、ことです。従来、住宅の主流を占めてきた在来工法による一般木造が、主として施工能力の問題で行き詰まりつつあり、今後の新たな住宅需要を抱き、一般大衆にコストの住宅を供給するためにはプレハブ住宅産業が必要です。

プレハブ産業の要素

製作、販売、施工の三要素からプレハブ産業は成立しています。第一に、技術革新により開発したものを最低5年以上の実験を経て商品化する。第二は、素人とお客様の相性を揃えて設計から資金準備までお手伝いするセルフキットの配置、第三は、現地での施工を担当する工務店の確保と教育が必要です。これが全部揃って完全な供給体制といえますが、その仕組みは、日本という国を考えて、一番承知したものがなければなりません。

WHAT IS THE HOUSING INDUSTRY?

There are four major fields of activity in the housing industry: finance, production of construction materials, procurement of land, and construction of buildings. The most significant of these four fields which can actually be called industrial is the "construction of buildings" phase. A similar situation exists in the area of transportation, where we have the "automobile industry". Thus we believe that prefabricated housing is the field which has the most potential for industrial growth of any of the ventures relating to the housing industry.

WHAT IS "PREFABRICATED HOUSING?"

"Prefabricated housing" is an effort to industrialize the production of houses by bringing the diversified on-site construction techniques to the level of factory production. This is basically a process of standardization. What we hope to derive from such efforts, besides mass production and savings in materials and labor, are the following:

1. A supply of low-cost housing
2. Consistent quality in the product
3. An increasingly high level of quality

It is quite apparent that the conventional methods for constructing privatized homes have reached a limit in the sense that there is no longer sufficient labor to fulfill the housing demand. Thus prefabricated housing emerges, in light of the fact that it provides the general consumer with a quality house at low cost, while solving many of the problems facing the housing industry today.

The Japanese Government plans to build 9,500,000 houses in its second five-year plan for house construction, covering the period from 1971 to 1975, and calls for 25–30% of this target to be fulfilled in the last year of the program. This will only be possible if the prefabricated housing industry participates in the project to its fullest extent.

THE PHASES OF THE PREFABRICATED HOUSING INDUSTRY

The prefabricated housing industry consists of three basic phases: production, sales, and construction. "Production" is the process involving the research, development, and manufacture of products. This process, from the conception of a product idea to its production, usually involves about five years of research, development and testing before the product is finally released on the market. "Sales" is the part of the process which is carried out by sales engineers in designing, financing, and consulting with individual clients. And finally, "construction" is the phase which must actually be carried out by contractors. Each of these three phases constitutes a necessary and integral part of the supply system of the prefabricated housing industry, and the thing which is most important for achieving the best results is well-balanced coordination between these three phases.
ミサワホーム住宅業態システム

ミサワホームは住宅生産技術を前提に開発した本格的ブランド住宅です。それを後段階
の新築に至るまで、予想される量を完全に
なくし、かつ日本の国内に最も想定
的かつ効率的な住宅生産システムを
作ることを目的としています。その価値は、
新築の家を購入された方々にとって、快適な生活を
提供すること、そして住宅の価値を
高めるためのリノベーションシステム
を提供することです。

1) デザインシステム

ミサワホームの基本システムとして、設計が
顧客のニーズに柔軟に対応し、手順が
親しみやすいものとして設計されています。

2) 施工システム

施工システムは、基本的な設計をベースに、
施工段階においては、特に工期を大幅に
削減するために様々な手法を導入している。

3) 質保証システム

質保証システムは、住宅の施工後においても、
品質を保証し、安心を提供するものとして
構成されています。

THE INDUSTRIAL SYSTEM AS IT IS REALIZED BY MISAWA HOMES

Misawa Homes provides a variety of pre-
fabricated houses which have been developed
on the premise that most of their parts can be manufactured in a plant.

They have a high precision of construction level. Their manufacturing volumes are
based on the computer-aided design of the anticipated demand at a maximum level
which will render the optimum conditions of efficiency and lowest costs under the
unique circumstances of the Japanese economy and living standards.

Misawa Homes, as a manufacturer, is responsible for technical developments and the
supply of materials, while the site contractors are responsible for construction. The
construction and the quality control is the responsibility of contractors who are highly
accredited for their reliability and financial standing in local districts.

This relationship between Misawa Homes and these local contractors is very
close, but the scope of their responsibilities is clearly delineated.

Each local contractor has established a solid relationship with workers within his
branch office, and Misawa provides them with opportunities to learn newly
developed construction techniques through our in-house study programs.

This vertical link of the Misawa Homes Group's system.

This Total System also covers the areas of land procurement and financing by means of
tie-ups with financial institutions and land developers.

The Misawa Homes Group, individually,
has built up its own customer base and
has achieved economies of scale in various
fields of capability under an ideally organi-
sed system. Under any circumstances, there are so many factors that work against
the survival of such an enterprise, which
are generally classified as a medium or
small-sized one, which has to rely on
quality in the market to survive.

These enterprises, functioning as part of the Misawa Homes Group, are trying to
secure their foothold in their respective communities
by responding to individual client needs
and also contributing to the development of
the local economy.

The Total System as outlined above incor-
porates three subsystems in its practical
application in field activities: They are (1) Dealer System, (2) Construction System
and (3) Production System, each of which will be explained briefly.

(1) Dealer System

Misawa was the first company in the indu-
try to adopt this system, wherein Misawa's
dealers in rural areas are subsidiaries of
leading companies in other industries in re-
spective areas in strong tie-ups with financial institutions in the community. Misawa's
dealers in each franchise area is therefore a
well-grounded enterprise serving the particular
community. Such a dealer has under its
umbrella contractors specializing in the con-
struction of Misawa Homes from design to
actual construction and supervision of the
construction. Depending on the specifications and prices are the same at
affiliated dealers. Furthermore, the products
are standardized all over Japan and do not
exist even if supplied by different Misawa
dealers.

(2) Construction System

This system relates more to the education
of contractors. The biggest issue of the
pre-
fabricated housing industry is how to secure
as many skilled contractors as possible.

Misawa, in the early stage of organization,
realized this would constitute a decisive
factor for the company's development and
had taken necessary measures in a long-
range perspective. As a result, Misawa had contract-
ated with a great number of contractors all
over Japan, 1,200 of which have been con-
tracted on a franchise basis. All of these
contractors have long experience in the industry and
are incomparably capable. Some of them have
the exclusive contractors for institutions for 10
years. Some others who are less experienced are,
however, gradually gaining knowledge of prefabric-
ated housing in view of increasing popularity
in recent years.

Misawa, based on a long-term program, is
now trying to increase the number of fran-
chise contractors to 140 with an eventual
increase of their sub-contractors to 2,000
and the plan is steadily progressing. In
the case of Misawa, the discovery of competent
sub-contractors is the job of workers, inspectors,
and supervisors in charge of on-
site construction, not of the management of
franchise dealers. These people are always on
the look-out for competent sub-contractors
to construct Misawa Homes.

This is one thing that makes Misawa Homes
very different from other makes of pre-
fabricated housing. Another unique aspect of
Misawa's Construction System is the training
and management of the skilled labourers who
have thus joined Misawa. Misawa continues
to improve the training of these people and
will have the most up-to-date management
for controlling them.

(3) Production System

Misawa now has 19 plants including its
highly acclaimed Matsumoto Plant, which
was designed under the guidance of Misawa
Homes Institute of Research & Development.
In addition, it can be called a module
plant in the sense that it adopts a wide range
of standardized equipment and production
methods to verify its usefulness. Since 1959, Matsumoto Plant has carried on a
series of production tests in order to decide
the pattern of plants that will constitute
part of Misawa's entire production facilities
so that all Misawa products produced in
different plants can meet the original
specifications.

Another function of Matsumoto Plant is to
pursue means for cost reduction by improv-
ing the equipment and inventory better
and more economic production systems. Tests
and experiments of new products as well as
measures for the general and conventional
construction purposes. Most prefabricated
products are ready to be utilized with materials, with the exception of Misawa
products, which are based on the use of plywood best fit for the general and
conventional construction purposes.

Most of the materials now used for pre-
fabricated housing available on the market
are made for general and conventional
construction purposes. Most prefabricated
products are ready to be utilized with materials, with the exception of Misawa
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products are ready to be utilized with materials, with the exception of Misawa
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conventional construction purposes.
ディベロッパーによる分譲住宅
Land development by associate developers

ディーラーによる店頭販売
counter-sales at the Misawa Homes dealer

工場におけるパネルの製造
automated Plant Panel manufacturing

今後の展望

ミサワホームの住宅産業システムは、情報と資本によって相互にすみ分けているため、大きな販売活動力、人材組織力もつことになり、マスセールスを進める基礎になるわけですね。住宅産業が一企業によって開発できるものであれば自由経済の中でで

FUTURE DEVELOPMENT

We envision a group having a vast source of information, a well established financial background and talented, capable personnel. We put faith in such a group as having so far been considered impossible by a single enterprise in a free enterprise economy. Actually, we have no knowledge of the existence of a group such as we have in mind in our

industrial society. The formation of such a group requires an entirely different approach from the usual concepts of conventional economic or industrial setups. It requires a similar approach as was employed for the Nasa Apollo Project, which was only possible by making use of the various technologies developed in different industrial fields. In this respect, the Apollo Project is said to represent a pattern of "future industry", the word often used nowadays to refer to space and marine developments. In the same way, we believe that the housing industry also belongs in the category of "future industry".

The Institute has similar potential with the group of people outlined above, provided that the Institute becomes the core of the project, in cooperation with professional experts from other industries. The purpose of Misawa Homes Institute of Research & Development lies in similar functions to the group outlined above.

For your information, we show below the organizational chart of Misawa Homes Institute of Research & Development.