

HONDA story

Ref.: “ www.honda.co.uk “

Mr. Soichiro Honda (Founder of Honda)

1937 : HONDA'S FIRST COMPANY

Tokai Seiki is founded by Soichiro to produce piston rings. It grows, but suffers the double whammy of a wartime bombing raid and a devastating earthquake in quick succession. The shattered remnants of the business are sold and with the proceeds a new company is founded: Honda Technical Research Institute.

1946 : HONDA # 1

Post-war Japan needs to get mobile – quickly and cheaply. Soichiro hits upon the idea to retro-fit surplus generator motors to bicycles. In doing so he creates the first ‘Honda’. His challenge is now to meet the demand for them.

1955 : REACHING # 1

Honda becomes the biggest motorcycle brand in Japan. Today, it is the biggest motorcycle brand in the world with production facilities all over the globe.

What do we think ?

In my view, normally the “result or outcome” of first attempts whether it’s a project or business, or even a relationship – is not successful. Either original plan did not work out, or re-purposing needed to happen due other several factors, what’s important is to “not give up ”.

Whether you envisioned to have a hotel at first, then you switched to a restaurant after 2 years, then finally you landed to be managing and supplying the best pastries in your country, what’s important is you did not just survive, you fought, you sustained, and more so – you succeeded!

What do you think ?

best,

MIRO..