

History of Our Services and Products

Our beginnings date back to 1960, when we first started as an advertising agency for a college paper. We have since expanded our business scope significantly.

In October 2012, we adopted a holding company structure to launch a new Recruit Group in the aim for further growth. The timeline below provides a brief overview of our history.

In 1960, Recruit was launched from a prefab unit located on the rooftop of the Mori II building in Tokyo's Nishi Shimbashi district.

Since then, Recruit has established a history of creating new value and new opportunities.

In the more than half a century since our founding, we have been using a wide variety of media channels to offer open access to information that was previously available only to a select few.

The Recruit Group has a history of taking on new challenges in constantly proposing new value and new opportunities, adapting to changing times and needs. Below you can find a summary of our unique history as well as some of the services and products that we have developed.



Magazines



PC, mobile,
and smartphone services



Face-to-face consulting services
and events

1960

1960s. Helping people make their own decisions through the liberalization and advent of information.

It all started with a new magazine business that was launched to bring together and address the needs of two specific groups: companies that are looking for people to recruit and students who are looking for jobs.



'KIGYO E NO SHOTAI'

**Students making their own decisions.
Transformation of HR utilization.**

We launched our inaugural issue of "KIGYO E NO SHOTAI" (Invitation to Companies), inspired by the job information guide book "Career" distributed at American universities. This publication is the forerunner of the "books containing only advertisements" that Recruit is well-known for.



'Shushoku Journal'

Defunct magazine
Currently available online



For high-school teachers
'SHUSHOKU SHIDO'

Current 'Career Guidance'

1970

1970s. Helping to change the public's sense of values, with a shift from company-driven information to consumer-driven information.

We worked to ensure that people can choose their future direction without placing too much importance on common standards or well-known brand names. By offering open access to previously exclusive information, we helped ensure that people can search for homes without restrictions. We also helped make it possible for people to easily change jobs and have countless chances to take on new challenges.



'Recruit Shingaku Book'

Current 'Study Sapuri SHINRO'



'SHUSHOKU JOHO'

Defunct magazine
Current 'RIKUNAVI NEXT'



'JUTAKU JOHO'

Current 'SUUMO SHINCHIKU MANSION'

**Changed the non-transparent industry
to ensure the fair provision of information.**

In Japan, housing information includes information on the amount of time required to walk to the relevant home from the nearest train station. Previously, the seller was able to create advertisements without restrictions. For this reason, the rules and standards used were inconsistent and resulted in housing information that would indicate a walk time that was much shorter than the actual time required. To address this problem, our "JUTAKU JOHO" magazine adopted a standard measure for walking distance, which calculates 80 meters as 1 minute and which was used in all real estate listings. We also included floor plan drawings and other features that made it easy for potential purchasers to compare properties.



Permanent placement service started

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1980

1980s.

Providing new opportunities in a wider range of business fields.

We helped promote women's participation in the workforce and created new employment opportunities. We also provided information on the fun and excitement of traveling abroad, creating opportunities for anyone to go abroad with ease. Through our efforts, we provided open and fair information to our users.



'TRAVAILLE'

Defunct magazine
Currently available online

'From A'

Defunct magazine
Currently available online

'CAR SENSOR'



'ab-road'

Defunct magazine
Currently available online

Paved the way for anyone to go abroad with ease, signaling a shift to an age of internationalization for each individual.

'ab-road' helped change the concept of traveling abroad, which was perceived as a luxury for the few, into a more commonplace experience that can be enjoyed by everyone.



'B-ing'

Defunct magazine
Current 'RIKUNAVI NEXT'

Staffing service started

1990

1990s.

Shift from the masses to the individual – addressing the diversification of standards and values.

We helped promote a transition away from the stereotypical and tedious wedding ceremony in a shift toward a happier wedding experience. In other efforts, we were among the first to take on the challenge of internet media in anticipation of the internet age. We also helped stimulate rural economies by providing local information to local communities.



'KEIKO TO MANABU'



'GAT'N'

Defunct magazine
Current 'TOWNWORK SHAIN'

'Mix-Juice'

In the early days of the internet, we were already experimenting with various new service models.

In this decade, Japan saw the advent of the internet age. In this connection, we launched a wide variety of services that developed our magazine content while also taking advantage of internet functions. For example, we offered a service that delivered the relevant information to potential condominium buyers after they registered their preferences such as desired budget, location, and room dimensions. From the early days of the internet when use was confined to only a limited few, our "Mix-Juice" service experimented with a variety of ideas.



'Zexy'



'SEIKATSU JOHO 360°'

'RECRUIT BOOK on the NET'
Current 'RIKUNAVI'

'TOWNWORK'



'Jalan'



'ISIZE'

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2000

2000 – 2009

The evolution of high-mix low-volume operations, supporting needs-based segmentation.

Using our free magazines, we helped alter and stimulate entrenched consumption behavior. Through our websites, we matched customers with clients. With our face-to-face consulting services, we listened to the worries and concerns of each user.



'Hot Pepper'

'JUTAKU JOHO TOWNS'
Current 'SUUMO MAGAZINE'

'R25'



'Jalan net'



'Hot Pepper Beauty'



'Hatalike'



'RIKUNAVI HAKEN'



'SUUMO'

'hotpepper.jp'
Current 'Hot Pepper Gourmet''ZEXY NAVI Counter'
Current 'ZEXY Wedding Consulting Counter''HOUSING NAVI Counter'
Current 'SUUMO Counter Chumon Jutaku''Housing Information Mansion Navi Counter'
Current 'SUUMO Counter Shinchiku Mansion'

'Shushoku Shop'

The role of people is more important than ever as we move further into the digital age.

"Shushoku Shop" advisors bring together and ideally match two specific groups: young entrants to the job market who are keen to work but lack formal work experience and solid small- and medium-sized local business that are looking for people to hire but are having difficulty recruiting the needed labor. They do this by acting as intermediaries, meeting with each candidate and providing the right information that is suited to each individual.

2010

2010 –

Continuing to change and adapt to a rapidly changing environment.

Globalization has advanced at an unprecedented pace. We are seeing the widespread use of new devices such as smartphones and tablets and new technologies such as SNS. In this age of changing communication methods, we significantly restructured our organization in the effort to ensure further growth.



'Ponpare'

'Jyuku Sapuri'
Current 'Study Sapuri'

'Honki no Shushoku'



'CodeIQ'



'indeed.com'



'Mashup Awards'



'Air REGI'



'Quandoo'



'WORK IN JAPAN'

Evolution from magazines to web services, and further evolution to smartphone apps.

We are adapting our services to accommodate smartphones for a wide range of businesses including our "Hot Pepper Gourmet" brand. These apps offer a variety of smartphone features such as allowing users to search for information based on their location information.



'Hot Pepper Gourmet'



'cameran'



'Shift Board'