

## MATSUZAKAYA CO., LTD.

Address: 3-16-1, Sakae, Naka-ku, Nagoya 460, Japan Tel: 042-241-1111 Telex: 04422419 MATSUNJ	
ANNUAL TURNOVER (Period ending February 1988)	386 016 million yen
TOTAL NUMBER OF STORES	9
LOCATION OF STORES	Eastern Japan: 2 Western Japan: 7
AVERAGE ANNUAL SALES PER STORE	42 891 million yen
PROPORTION OF FOOD SALES	20%
TOTAL FLOOR SPACE	228 000 square metres
TOTAL NUMBER OF EMPLOYEES	7 056
YEAR ESTABLISHED	1910

Matsuzakaya is the sixth largest department store in Japan, beginning as a kimono store in Nagoya in 1611. The company now has 12 stores in Japan, including those operated by its affiliated companies.

Matsuzakaya has four overseas stores in Hong Kong, Paris and Los Angeles. The company joined the AMC (Associated Merchandising Corporation) of the U.S.A. in 1972 for purchasing foreign goods. AMC merchandise is important to Matsuzakaya as a constant supply of imports and overseas information for Japanese consumers. The company also has a tie-up arrangement with Quelle of West Germany for mail-order sales in Japan.

Matsuzakaya has been conducting an international home-shopping service with Quelle. The ordered merchandise is delivered directly from Quelle to customers. In addition, Matsuzakaya has opened corner shops selling Quelle products in its stores.

Matsuzakaya has been accumulating know-how for non-retail sales using personal computers.

The company has about 40 subsidiaries in various fields, including Matsuzakaya Store, which operates a super-market chain in the Chubu and Kanto areas.