



HINODE CORPORATION

4-14-2 HONMACHI-NISHI
YONO SAITAMA
JAPAN 338
PHONE 0488-53-9700
TELEX 2923-173

Aggregate total of
Sales : ¥135.4 billion (US\$ 520 million)

Aggregate total of
interior sales area : 2,210,000 sq-ft.

Aggregate total of
exterior sales area : 883,700sq-ft.

Aggregate total of
parking capacity : 26,700

Yearly sales per store : ¥ 815 million (US\$3.3 million)

Yearly sales per salesperson : ¥ 29 million (US\$120,000)

Sales area per store : 12,700 sq-ft.

Gross Margine : 28 %

Turnover : 5.6 per year

Activities of DMC Group Headquarte :

1) Merchandising

Development of its original merchandise.

Pursuance of reduced prices by cooperative
distribution and buying.

Development and implmentation of merchandising
plans to facilitate one stop shopping for full
lines of DIY merchandise.

2) Marketing

Research and analysis of the situation of consumers
and the industry.

Collection of various information on markets,
merchandise, management., overseas situation, etc.
and its circulation within the group.

Systematization and standardization of various
elements and processes for better store-making.