

THE MARUETSU, INC.

Address: 17-2, Ageba-cho, Shinjuku-ku, Tokyo 162, Japan Tel: 03-268-6111 Telex: 02323259 MARUET J	
ANNUAL TURNOVER (Period ending March 1988)	250 006 million yen
TOTAL NUMBER OF STORES	173
LOCATION OF STORES	Eastern Japan
AVERAGE ANNUAL SALES PER STORE	1 445 million yen
PROPORTION OF FOOD SALES	77%
TOTAL FLOOR SPACE	255 000 square metres
TOTAL NUMBER OF EMPLOYEES	8 421 Full-time: 4 136 Part-time: 4 285
YEAR ESTABLISHED	1943

While Maruetsu is the 11th largest supermarket chain in Japan, it considers itself the largest *food product supermarket chain*. This does not mean that Maruetsu sells more foodstuffs than Daiei, but as a proportion of food sales to total sales, Maruetsu's 77 per cent is more than twice as high as Daiei (29 per cent). On the other hand, though Maruetsu has a high proportion of food sales, it also has many new stores which offer a large complement of dry goods.

All of Maruetsu's 173 stores are located in the Kanto-Tokyo area. As a member of the Daiei group, it helps fill Daiei's lack of stores in the Tokyo region. Maruetsu began as an independently operated food store in 1945, adopting the name Maruetsu only in 1974. One of its major expansions occurred in 1981 when it absorbed another large Daiei group member, Sanko.

Maruetsu was a late starter in the development of other lines of retail business. Recently, it has been making an extra effort to catch up in this area by expanding its business base. In regard to food products, new endeavours include:

<u>Company</u>	<u>Type of Business</u>
The Old Spaghetti Factory	Restaurant chain
Woodpecker	Family restaurant
Bulk Shop	Bulk food sales