

K.K. SUN CHAIN

Address: 17-4,Ueno 3-chome, Taito-ku, Tokyo 110, Japan Tel: (03) 834-9121	
ANNUAL TURNOVER (Period ending February 1987)	80 973 million yen
TOTAL NUMBER OF STORES	648
LOCATION OF STORES	Nation-wide
AVERAGE ANNUAL SALES PER STORE	125 million yen
PROPORTION OF FOOD SALES	76%
TOTAL FLOOR SPACE	27 392 square metres
TOTAL NUMBER OF EMPLOYEES	2 064
YEAR ESTABLISHED	1976

Sun Chain is the sixth largest convenience store chain in Japan. A member of the Daiei group (Daiei is one of the two sole shareholders) Sun has expanded rapidly across Japan since it began operations in 1976, and now has 648 outlets. Approximately half of the outlets are in the Tokyo area. A special characteristic of the Sun Chain is that almost all the outlets are open 24 hours a day.

Sun Chain is very similar in format to the Western-style convenience stores in Japan such as Lawson, Daiei's other convenience store chain. Like Lawson, Sun sells little fresh food, and instead concentrates on processed food and dairy products.

About half of Sun Chain's outlets are franchised, with the other half being directly owned and operated by Sun itself. Company policy seems to be to change directly operated stores into franchises.