

## THE DAIMARU, INC.

Address: 1-118, Shinsaibashi-suji, Minami-ku, Osaka 542, Japan Tel: 06-271-1231 Telex: J63379	
ANNUAL TURNOVER (Period ending February 1988)	519 462 million yen
TOTAL NUMBER OF STORES	8
LOCATION OF STORES	Eastern Japan: 2 Western Japan: 6
AVERAGE ANNUAL SALES PER STORE	64 933 million yen
PROPORTION OF FOOD SALES	18%
TOTAL FLOOR SPACE	198 000 square metres
TOTAL NUMBER OF EMPLOYEES	7 422
YEAR ESTABLISHED	1920

Daimaru is the fourth largest department store group in Japan. Founded in 1717, the company is largely based in the Kansai (Osaka) area, though one of the eight directly operated stores is in Tokyo. Daimaru is also affiliated with other department stores, including the Hakata Daimaru in Kyushu and the Kochi Daimaru in Shikoku.

In addition to the department store food floors, Daimaru also owns Daimaru Peacock, a supermarket chain with over 44 stores. Daimaru Peacock stores have more of an international atmosphere than most supermarkets and usually offer more imported and higher grade products. Twenty-seven of the stores are in Tokyo and vicinity, with the remainder being around Osaka.

Daimaru was one of the first Japanese department stores to operate overseas when it opened a store in Hong Kong in 1960. Since then, it has also placed two stores in Thailand, in France, and one in Singapore. Daimaru also has eight representative offices abroad.

Daimaru has concluded a number of licensing agreements with overseas designers, including John Weite and Alain Lahlou. The Company also operates a specialty ladies clothing chain and a furniture chain.

Since 1970, Daimaru has had business relations with Matsuzakaya, the leading department store in Nagoya, for joint merchandising purposes. In general, however, the ties between them are not that strong.