

MOS BURGER (MOS FOOD SERVICE CO., LTD.)

Address: 4, Iwata-cho, Shinjuku-ku, Tokyo 162 Tel: 03-266-7111 Fax: 03-266-7110	
JAPANESE PARENT COMPANY	N.A.
ANNUAL TURNOVER (Period ending March 1987)	44 051 million yen
TOTAL NUMBER OF OUTLETS	680
LOCATION OF OUTLETS	Eastern Japan: N.A. Western Japan: N.A.
AVERAGE ANNUAL SALES PER STORE	65 million yen
TOTAL NUMBER OF EMPLOYEES	1 099 Full-time: 288 Part-time: 811
YEAR ESTABLISHED	1972
TYPE OF FOOD SERVICE	Western-Style Fast Food — Hamburgers
MENU (as of February 1987)	(Unit price: yen) Mosburger ¥260 Teriyaki Burger ¥280 Mosrice Burger ¥280

Mos Burger is another of the Japanese-based hamburger chains to capitalize on the market pioneered by McDonald's. Mos Burger is the fifth largest hamburger chain in Japan and over 90 per cent of the outlets are franchises.

Mos Burger has one of the widest menus among the hamburger chains in Japan and includes, along with a selection of hamburgers, hot dogs, soup, tuna, pork or beef sandwiches, chili and ice cream. The food is not generally as good as at some of the other hamburger chains, though the prices are more reasonable.

Mos Burger outlets are usually very small with little or no seating and a high percentage (50 per cent) of take-out business. Mos Burger has yet to develop the larger outlets to cater to a car-bound clientele. Their market is mainly university students and young office workers. The average customer spends about ¥600 (\$5.77 Cdn). Mos Burger is one of the fastest growing hamburger chains with over 144 outlets added in 1987. This growth is due to the low costs of obtaining and running a franchise, since Mos Burger only takes a one per cent royalty on sales, compared to three per cent to five per cent for most other fast food chains.

Mos Burger has no central kitchen and purchases most of its products from Japanese food processors. Mos Burger has one of the highest ratios of cost of raw materials to sales (45.5 per cent) among food service companies in Japan.