

ITO-YOKADO CO., LTD.

Address: 4-1-4, Shiba-Koen, Minato-ku, Tokyo 105, Japan Tel: 03-459-2111 Telex: J23841 YORK SHOP	
ANNUAL TURNOVER (Period ending February 1988)	1 055 005 million yen
TOTAL NUMBER OF STORES	131
LOCATION OF STORES	Eastern Japan
AVERAGE ANNUAL SALES PER STORE	8 053 million yen
PROPORTION OF FOOD SALES	32%
TOTAL FLOOR SPACE	970 000 square metres
TOTAL NUMBER OF EMPLOYEES	12 342
YEAR ESTABLISHED	1913

Ito-Yokado is the second largest superstore/supermarket chain in Japan, and like Daiei, is a retail conglomerate which includes several other affiliated supermarket chains, convenience stores, restaurants, food processing companies, department stores, etc.

Ito-Yokado directly operates 131 stores. In addition, affiliated supermarket chains include the 16th largest chain in Japan, Life Stores, discussed later in this section. Other affiliated store chains are:

Supermarket Chain	Number of stores	Area of Concentration
York-Benimaru	51	Tohoku (Northeast Japan)
York Mart	38	Tokyo region

Ito-Yokado is also managing Seven-Eleven, the largest convenience store chain in Japan, discussed later under convenience stores.

Other foreign companies that Ito-Yokado has business relations with are Denny's (U.S.A.), Southland (U.S.A.), Oshman's Sporting Goods (U.S.A.) and Associated Dry Goods (U.S.A.). Ito-Yokado has four overseas offices, including one in San Francisco.

Ito-Yokado is relatively old for a supermarket chain store having been founded in 1920. In 1961, the company opened Japan's first "superstore." Ito-Yokado is known for being the most profitable of the supermarket chains in Japan. The company is also proud of the strong bonds among its group company members.