

## FAMILY MART CO., LTD.

Address: 4-27-10, Higashi Ikebukuro, Toshima-ku, Tokyo 170, Japan Tel: 03-989-6600	
ANNUAL TURNOVER (Period ending February 1987)	126 476 million yen
TOTAL NUMBER OF STORES	1 007
LOCATION OF STORES	Nation-wide
AVERAGE ANNUAL SALES PER STORE	126 million yen
PROPORTION OF FOOD SALES	75%
TOTAL FLOOR SPACE	N.A.
TOTAL NUMBER OF EMPLOYEES	N.A.
YEAR ESTABLISHED	1981

Family Mart is the fifth largest convenience store chain in Japan. Owned by Seiyu stores, Family Mart is part of the Seibu Saison group. Since opening its first store in 1978, Family Mart now has 1 007 outlets, with over 90 per cent of them in the Kanto (Tokyo) region.

Family Mart is clearly accelerating its expansion, with plans to enter the Chubu region around Nagoya.

Family Mart stores have a product mix typical of Western-style convenience stores, with little fresh food and an emphasis on processed foods. Fast food is only a moderate item at Family Marts.

Over 90 per cent of Family Marts are franchises. "Family Mart brand" goods such as milk, bread and canned beverages, are growing and fast foods with high gross profit ratio are doing well.