

## FUJIYA FAMILY RESTAURANT (FUJIYA CO., LTD.)

Address: 7-2-17, Ginza, Chuo-ku, Tokyo 104 Tel: 03-572-4150 Telex: J25277 FUJIYACO	
JAPANESE PARENT COMPANY	N.A.
ANNUAL TURNOVER (Period ending March 1987)	49 601 million yen
TOTAL NUMBER OF OUTLETS	686
LOCATION OF OUTLETS	Eastern Japan: N.A. Western Japan: N.A.
AVERAGE ANNUAL SALES PER STORE	72 million yen
TOTAL NUMBER OF EMPLOYEES	5 489 Full-time: 3 389 Part-time: 2 100
YEAR ESTABLISHED	1938
TYPE OF FOOD SERVICE	Western-Style Family Restaurant
MENU (as of July 1987)	(Unit price: yen) Jyu-Jyu Beef ¥1 080 Gratan ¥880 Chocolate Pafe ¥500 Spaghetti ¥780

The Fujiya restaurant group is the 20th largest food service company in Japan and includes, along with the Fujiya coffee shops and family restaurants, two chains of pubs and the chain of Baskin and Robbins ice cream shops.

Fujiya was established in 1938, and many of its restaurants were around before the current family restaurant boom. As a result, Fujiya's family restaurants do not have the same style or approach as the newer chains such as Skylark or Denny's. Fujiya restaurants tend to be about one-third smaller in size than the newer chains. More importantly, they do not have the same service approach such as quickly serving brewed coffee, or automatically supplying napkins or silverware. Also, though the food is Western style, there is less variety, and less effort made to present the food in an attractively designed menu as in the newer chains. Fujiya restaurants do not often come equipped with parking areas.

The result is that Fujiya is not really in the mainstream of the new family restaurant business, though it is making efforts to revamp its business and concentrate more on road-side restaurants.

The Fujiya restaurant group is only a small sector of the Fujiya Corporation which is one of the country's largest cake and confectionary manufacturers. Many of Fujiya's restaurants have small cake and pastry shops in the front to cater to take-out customers.