

## SOGO CO., LTD.

Address: 1-38, Shinsaibashi-suji, Minami-ku, Osaka 542, Japan	
Tel: 06-281-3111	
Telex: 05228663	
ANNUAL TURNOVER (Period ending February 1988)	245 338 million yen
TOTAL NUMBER OF STORES	3
LOCATION OF STORES	Eastern Japan: 1 Western Japan: 2
AVERAGE ANNUAL SALES PER STORE	81 779 million yen
PROPORTION OF FOOD SALES	20%
TOTAL FLOOR SPACE	96 000 square metres
TOTAL NUMBER OF EMPLOYEES	3 257
YEAR ESTABLISHED	1919

Sogo is the 10th largest department store in Japan. Originating in the latter years of the feudal period (1830), Sogo operates three stores directly, one each in Osaka, Kobe and Tokyo. Sogo is also affiliated with 11 other department stores, including the Yokohama Sogo Department Store, opened in the fall of 1985, which is the largest single department store in Japan (approximate floor space: 68 400 square metres).

Sogo has two stores overseas, one in Hong Kong and one in Thailand. The company also has representative offices in Rome and Italy. Other foreign business relations include tie-ups with designers Paco Rabanne and Jean Claude Muller of France, and Angelo Litrico of Italy.

Sogo is expanding rapidly. It opened four affiliated stores in 1986, including one in Singapore, and another store in 1987. The company is also expanding the floor space of existing stores.

Sogo Department Stores do not have the prestigious reputation of a Takashimaya or a Seibu, instead Sogo is actively pursuing suburban markets and placing more emphasis on a sales policy of "good quality at a reasonable price."