

## HEIWADO CO., LTD.

Address: 31, Koizumi-cho, Hikone-shi, Shiga-ken 522, Japan Tel: 0749-23-3111	
ANNUAL TURNOVER (Period ending February 1988)	150 704 million yen
TOTAL NUMBER OF STORES	52
LOCATION OF STORES	Western Japan
AVERAGE ANNUAL SALES PER STORE	2 898 million yen
PROPORTION OF FOOD SALES	47%
TOTAL FLOOR SPACE	164 000 square metres
TOTAL NUMBER OF EMPLOYEES	5 089 Full-time: 2 770 Part-time: 2 319
YEAR ESTABLISHED	1957

Heiwado is the 15th largest supermarket chain, with 52 stores mostly located in Shiga prefecture, west of Kyoto.

Heiwado was first established in 1957 and started taking on a supermarket format in 1966. It has since amalgamated with another chain, began establishing branches outside of Shiga prefecture, and proceeded with an energetic diversification program. Included among Heiwado's affiliates are a golf course, a hotel chain, furniture and appliance stores, a building maintenance firm, etc.

Among Heiwado's food-related affiliates are:

<u>Company</u>	<u>Type of Business</u>
Higashi Kinki Chiiki	
Super	Supermarkets
Heiwa Foods	Restaurant management
Fire Star	Family restaurant

Heiwado's involvement in restaurant management and in family restaurants was only initiated in late 1984.

Heiwado is a member of Nichiryu (Nihon Ryutsu Sangyo), which it joined in 1974. Nichiryu is its source of in-house food brands.