

LOTTERIA (LOTTERIA LTD.)

Address: 3-20-1, Nishi-Shinjuku, Shinjuku-ku, Tokyo 160 Tel: 03-375-1211	
JAPANESE PARENT COMPANY	LOTTE CO., LTD. Address: Same as above Tel: Same as above
ANNUAL TURNOVER (Period ending January 1987)	61 016 million yen
TOTAL NUMBER OF OUTLETS	506
LOCATION OF OUTLETS	Eastern Japan: N.A. Western Japan: N.A.
AVERAGE ANNUAL SALES PER STORE	121 million yen
TOTAL NUMBER OF EMPLOYEES	N.A. Full-time: 1 247 Part-time: N.A.
YEAR ESTABLISHED	1972
TYPE OF FOOD SERVICE	Western-Style Fast Food
MENU (as of July 1987)	(Unit price: yen) 10 Kinds of Hamburger ¥210-480 4 Kinds of Cold Drink ¥120-200 3 Kinds of Hot Drink ¥140-160 3 Kinds of Dessert ¥150-220 3 Kinds of Fried Chicken ¥200-1 000

Lotteria, a McDonald's-style restaurant, started business only two years after McDonald's opened its first shop, and has gone on to almost equal its mentor in numbers of outlets. The company had 506 outlets in 1987. New outlets are expected to continue to be added at a rate of 60 a year and 70 existing stores will be remodeled.

Lotteria is owned by Lotte Co., Ltd., one of the largest confectionary companies in Japan. Lotte is a high profile company and owns a professional baseball team. Lotte is mainly run by a Korean family that resides permanently in Japan.

Lotteria's food is more or less identical to McDonald's with single hamburgers, cheeseburgers, double hamburgers and french fries being its main products. Lotteria offers its basic products at a slight discount to McDonald's; the average Lotteria customer spends about ¥500 (\$4.81 Cdn).

Lotteria outlets usually consist of kitchens with counters and little or no customer seating. Lotteria has also been slow to develop larger outlets with parking lots or drive-through facilities. Again, following closely on the heels of McDonald's, Lotteria is beginning to open larger stores.