

K.K. LAWSON JAPAN

Address: 9-1, Toyotsu-Machi, Suita-shi, Osaka 564, Japan Tel: 06-380-4491	
ANNUAL TURNOVER (Period ending February 1987)	167 100 million yen
TOTAL NUMBER OF STORES	1 831
LOCATION OF STORES	Nation-wide
AVERAGE ANNUAL SALES PER STORE	91 million yen
PROPORTION OF FOOD SALES	85%
TOTAL FLOOR SPACE	N.A.
TOTAL NUMBER OF EMPLOYEES	2 096
YEAR ESTABLISHED	1975

Lawson Japan is owned and operated by the Daiei retail conglomerate, under license from Lawson Foods of the United States. Lawson is the second largest convenience chain in Japan and its 1 831 outlets are located throughout the country, with half in the Osaka area.

The first Lawson's opened in 1975. It is typical of the convenience store product mix in that it sells little fresh food. Processed food and sundry goods make up the largest proportion of products sold and fast foods also do well.

Lawson is similar to Seven-Eleven in that the trade marks and organization are licensed from an American chain by one of the major Japanese retail corporations.