

MISTER DONUT (DUSKIN CO., LTD.)

Address: 3-3, Doyama-cho, Kita-ku, Osaka 530 Tel: 06-315-6723	
JAPANESE PARENT COMPANY	DUSKIN CO., LTD. Address: Same as above Tel: Same as above
ANNUAL TURNOVER (Period ending March 1987)	63 159 million yen
TOTAL NUMBER OF OUTLETS	485
LOCATION OF OUTLETS	Eastern Japan: N.A. Western Japan: N.A.
AVERAGE ANNUAL SALES PER STORE	130 million yen
TOTAL NUMBER OF EMPLOYEES	N.A. Full-time: N.A. Part-time: N.A.
YEAR ESTABLISHED	1970
TYPE OF FOOD SERVICE	Coffee and Donuts
MENU (as of July 1987)	(Unit price: yen) French Curl Donut ¥90 Old Fashioned Donut ¥90 Chocolate French Donut ¥90 Apple Pie ¥150 Angel Cream ¥100 Angel French ¥100 Pafu ¥80

Mister Donut is another transplanted North American food chain that has performed very well in the Western food boom of the 1970s and 1980s. The food is basically donuts and coffee, the same as in Canada, and this simple combination has enabled Mister Donut to expand to more than 485 outlets in the 17 years since it started operations in Japan. As a food service company Mister Donut ranks 14th in Japan in total sales.

Mister Donut entered Japan through a licensing agreement with Duskin Co., Ltd., a large diversified cleaning and linen supply company with offices throughout the country. Most Mister Donut outlets are found along the busy streets near train stations and cater mostly to pedestrian traffic. The shops are very popular with young adults.

Mister Donut owes its success to the fact that it is an inexpensive place to sit down and have a cup of coffee.

Mister Donut has yet to see any major direct competition from the Japanese, as has occurred in the hamburger and family restaurant business.