

Convenience Store Profiles

SEVEN-ELEVEN JAPAN CO., LTD.

Address: 4-1-4, Shiba-Koen, Minato-ku, Tokyo 105, Japan Tel: 03-459-3711	
ANNUAL TURNOVER (Period ending February 1988)	521 906 million yen
TOTAL NUMBER OF STORES	2 964
LOCATION OF STORES	Nation-wide
AVERAGE ANNUAL SALES PER STORE	176 million yen
PROPORTION OF FOOD SALES	75%
TOTAL FLOOR SPACE	330 000 square metres
TOTAL NUMBER OF EMPLOYEES	1 407
YEAR ESTABLISHED	1973

Seven-Eleven has proven tremendously successful in Japan and is easily the largest of the convenience stores, with sales more than double its nearest competitor. The company has enjoyed excellent growth since it opened its first store in 1974. There are now 2 964 Seven-Eleven outlets all over Japan. As yet, there is still much room for expansion.

Seven-Eleven's operations are carried out very similarly to those in North America, with a comparable combination of fresh food, fast food and sundry items. The mix of products, however, includes many that are distinctly Japanese, i.e. bento (box lunches), or instant noodles. Still, many products, soft drinks, hamburgers, frozen food, are very similar to North American products.

Seven-Eleven franchise rights are controlled in Japan by Ito-Yokado and the company is part of the Ito-Yokado group.