

TOKYU STORE CHAIN CO., LTD.

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ANNUAL TURNOVER (Period ending February 1988)	222 400 million yen
TOTAL NUMBER OF STORES	83
LOCATION OF STORES	Eastern Japan
AVERAGE ANNUAL SALES PER STORE	2 680 million yen
PROPORTION OF FOOD SALES	63%
TOTAL FLOOR SPACE	189 000 square metres
TOTAL NUMBER OF EMPLOYEES	3 141
YEAR ESTABLISHED	1956

Tokyu Store is the supermarket sector of the Tokyu group, whose parent is Tokyu Railway. In this regard, Tokyu's position is similar to Seiyu stores (discussed above), whose parent is the Seibu Saison Group.

Tokyu stores are mainly in the Tokyo region and are often found in or near the train stations of the parent company. Tokyu Store was first established in 1956 and, with the considerable financial strength of the Tokyu group behind it, has managed to grow to 83 stores. Tokyu Store has grown two per cent to four per cent per year over the last few years. Tokyu hopes to improve its performance by opening large, multi-purpose stores.

Tokyu Stores has been slow to develop its own affiliated businesses to the same extent as have the other major chains.