

NICHII CO., LTD.

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ANNUAL TURNOVER (Period ending February 1988)	568 508 million yen
TOTAL NUMBER OF STORES	159
LOCATION OF STORES	Nation-wide
AVERAGE ANNUAL SALES PER STORE	3 576 million yen
PROPORTION OF FOOD SALES	29%
TOTAL FLOOR SPACE	713 000 square metres
TOTAL NUMBER OF EMPLOYEES	7 481
YEAR ESTABLISHED	1963

Nichii is the fifth largest superstore/supermarket chain in Japan and, similar to Jusco, was formed through a merger comprising three medium-sized chains and one wholesaler. At present, Nichii directly operates 159 stores with total sales of about ¥568 billion (1987). More than half the Nichii stores are in the Osaka region, with only 25 stores around Tokyo and the rest generally in the southern half of the country.

Similar to the other major chains, Nichii is involved in a number of ventures, including some other supermarket chains, restaurants, fast food, specialty stores, consumer finance, travel agencies, etc.

Nichii started as a clothing supermarket and then added the selling of food to its activities. As a result, a larger portion of Nichii's sales are non-food compared to the other supermarket chains. However, the company is putting more emphasis on food and its sales ratios are gradually changing.

Nichii supplies products to 200 independent retailers through its Nippon Allied Chain (NAC), which is a voluntary business association.

In overseas activities most of Nichii's connections are with clothing companies. Overseas food-related tie-ups include franchising for Arby's fast food; exclusive sales rights for the products of the Vienna Sausage Manufacturing Co.; and management know-how on hamburger restaurants from Fuddrucker's. Among its overseas offices, Nichii has one trading office in the United States.