

Welcome to FamilyMart

FamilyMart always puts the customer first, and is at one with its franchised stores in pursuing the highest level of quality in such areas as store operation and products and services. In the following pages, we introduce you to recent efforts by the FamilyMart Group as it has vigorously supported the growth of its franchised stores – by ensuring strict attention to service, quality and cleanliness, increasing the accuracy of ordering, and enhancing merchandising – and as it has developed high-quality stores, moved more strongly into new markets and e-retailing, and also devoted attention to environmental conservation and activities in support of the community.



FamilyMart aims to be the leading company in its industry for quality

In an age of fierce competition that knows no boundaries, FamilyMart seeks to be the store of choice for the consumer by pursuing a course of ceaseless change and reform. Our criterion for this is “the perspective of the customer,” and our approach is threefold: (1) to devote strict attention to SQ&C so as to give consumers wholehearted satisfaction and turn them into FamilyMart fans, (2) to increase the accuracy of ordering, so that people can be assured of finding the merchandise they want whenever they visit a store, and (3) to enhance merchandising in a way that meets a broad range of customer needs. These three approaches comprise the cornerstone of our retail business, and our goal is to give them maximum effect in a way that eclipses all rival chains.

Within our chain, we develop profitable high-quality stores and also seek to make life more convenient for the consumer by moving into new markets, including through store openings in premises such as office blocks and universities. We are also placing emphasis on expanding our own unique e-retail services, which link our real (bricks-and-mortar) stores and our virtual stores. Fulfilling our responsibilities as a corporate citizen is also an area to which we give considerable attention. We are building the FamilyMart chain into the strongest of its kind, and one that is seen as No. 1 for quality in every respect.



Service
Quality
Cleanliness

FamilyMart

OPEN

Green

The Industry-Leader for Quality

Strict Attention to SQ&C

P.12 — 13

Exhaustive pursuit of customer satisfaction, to win overwhelming customer confidence and loyalty



Strengthening Merchandising

P.16 — 19

Meeting needs as they change and grow more diverse is a key to broadening the customer base and increasing daily sales



Increasing the Accuracy of Ordering

P.14 — 15

Assembling optimum product lineups through highly accurate ordering, to ensure no sales opportunities are lost

Expanding the Store Network

P.20 — 23

Building a growth-oriented, profitable chain while emphasizing moves into new markets



Environment and Community

P.26 — 27

FamilyMart is fulfilling its responsibilities as a corporate citizen by stepping up activities to conserve the environment and contribute to society.



E-Retail Services

P.24 — 25

Unique E-Retail services increasing the frequency of store visits, boosting the value added of conventional stores

