

# ずっと、 あなたと、コンビニに、 ファミリーマート

## FamilyMart, Where You Are Always One of the Family

In fiscal 2005 we adopted the slogan "FamilyMart, Where You Are One of the Family," signaling our desire to give every customer the immediate feeling of being warmly accepted.

In fiscal 2006 the Company has appended the slogan "FamilyMart, Where You Are Always One of the Family" to its 25th anniversary message, clearly stating our desire to provide the finest possible service. We are striving to ensure that our stores will always be places that people always find friendly and welcoming.



## To make the customer feel even more like “one of the family,” we focus on values found nowhere else but at FamilyMart

Amid rapid change in the social structure, we live in an age in which customers have a strong desire for a place where they can escape from the hustle and bustle of life. For convenience stores, the traditional values of being close and convenient must today be supplemented by another value: that of providing goods and services that resonate with people. Focusing on and providing merchandise that can only be found at FamilyMart, and services that only FamilyMart can provide, gives full play to our strong points — conveying a friendly attitude and making customers feel “one of the family,” as reflected in our Company name. In these ways, we will communicate the value of our products and services to the public, while we pursue our aim of being number one for quality.

Currently, not only staff who interact with customers, but all Company staff and franchisees, are working in unison to build the FamilyMart brand, focusing more strongly on hospitality.



**To give customers the immediate feeling of being warmly accepted, our store staff put top priority on hospitality**

**FamilyMart — the hospitality chain**

We want our customers to accept us as a much-loved and essential part of their daily lives: we aim to be their store of choice. Our aim is to create convenience stores that give customers who enter the immediate feeling of being warmly accepted, and that suggest to them ways of reenergizing themselves for an enjoyable lifestyle.

The essence of hospitality lies in projecting a sincerely welcoming attitude. At FamilyMart, based on our eight product concepts, for example making customers feel part of the family and at home, and being readily able to savor real professionalism, we endeavor to provide the goods and services that will make our customers' day. We want to make our stores places of excitement and discovery. When interacting with customers, by communicating with them in a friendly but also courteous way, we endeavor to convey the sincerity of the welcome that we extend.

**SQ&C — An oasis of calm amid the bustle of modern life**

To give concrete form to hospitality through brand-building activities conducted throughout the Company, an increasing number of franchisees are stepping forward: involving store staff in deciding on the themes, and then tackling promotions such as those in which they emphasize their "sparkling" restrooms or windows. As a symbol of the efforts being made to raise the level of SQ&C, in June 2005 the uniforms worn by store staff were redesigned for the first time in five years.

In fiscal 2006, individual store staff will look beyond what is required of them in their staff manuals and think "What can I myself achieve?" and "What kind of things can I do to make my customers happy?" They will do everything from their basic tasks to a range of small, extra things, thereby raising the level of SQ&C still further, and highlighting FamilyMart's special characteristics.



## FamilyMart, Where You Are One of the Family

We give you wholehearted hospitality and the highest quality  
— because to us, you are one of the family

“FamilyMart, Where You Are One of the Family”

With these words in our hearts, we will do away with the idea that a “convenience store” simply means a store that is nearby and offers convenient service.

We declare that we will become a convenience store that is close to its customers’ hearts, and is an indispensable part of their lives.

We will convey this thought to every customer through great merchandise and service that lifts their spirits, and at times simply in the form of softly spoken words.

As the name “FamilyMart” implies, we regard each customer as being a “member of the family.”

To you, our important customer, we offer a warm welcome that you will feel as soon as you step inside.

