

We can

OUR STRATEGY

We do

We will pay thorough attention to the basics of retailing, becoming the leading company in its industry for quality

Retailing is entering a period of change — a period in which people are demanding goods and service that give genuine value for money. For FamilyMart the most important issue is to enhance the competitiveness of individual stores, maximizing the value of each store by giving thorough attention to service, quality and cleanliness (SQ&C) and increasing the accuracy of the demand forecasts we use in merchandise ordering.

In addition, by strengthening merchandising with originality and creativity, boosting the attractiveness of sales displays and combining them with advanced E-Retail Services, we are creating high-value-added stores fit for the new era. In developing stores, based on our dominance strategy we seek to create high-quality stores in every location, both in regions in which we already have a presence and also in new regions, with the aim of enhancing customer convenience. With these policies, we aim at becoming the leading company in its industry for quality.

