

Stakeholder Engagement

Our stakeholders include not only our customers and FamilyMart franchised stores, but also our many business partners, employees, and local communities.

Through this communication with stakeholders, we will listen to their valuable opinions and requests to improve our business activities, products and services, and fulfill our social responsibility to help FamilyMart realize a sustainable society.



	Method / Content	Achievement and Evaluation	Response / Plan
Customer	<ul style="list-style-type: none"> Sales channels including stores, online shopping, and Automatic Super Deice (ASD) Receiving and responding to customer feedback at the Customer Service Office Sending information tailored to users via the FamiPay app Information dissemination through website, communication through SNS 	<ul style="list-style-type: none"> 16,000 stores in Japan, with 15 million customers per day Feedback to the Customer Service Office: 96,023 calls/messages Downloads of FamiPay app: 8.77 million (as of the end of February 2021) Official twitter account (@famima_now): 3.5 million followers 	<ul style="list-style-type: none"> Develop and improve the quality of products and services that meet consumer needs Improve store management quality, including product lineup, customer interactions, and cleanliness Increase communication opportunities using in-store equipment and digital technology
Local community	<ul style="list-style-type: none"> Dialogue with the local community through daily store operations Support activities for children, youth development and senior citizens to revitalize the community In-store fund-raising activities to support NGOs/NPOs and disaster recovery Practice of solving social issues in collaboration with NGOs/NPOs through business activities 	<ul style="list-style-type: none"> Initiatives for crime prevention, including prevention of special fraud, and disaster prevention and support during disasters Organize online events with local participation through collaboration agreements with local governments and NGOs/NPOs Fiscal 2020 fundraising results: approximately 473 million yen Nationwide expansion of Famima Food Drive: 545 stores (as of September 2021) 	<ul style="list-style-type: none"> Continue to serve customers with consideration for each individual customer Expand community-based events/programs using stores and online Effective use of in-store fund-raising, corporate donations, and business activities to solve social issues
Franchised Store/Store Staff	<ul style="list-style-type: none"> Store visits by the president and other supervisors Hold management policy/product policy briefings using online Strengthen and enhance various support systems for store managers and store staff Consultation and response by the Franchisee Relations Office 	<ul style="list-style-type: none"> Deepening the dialogue through weekly visits by supervisors Advice, evaluation, and guidance on store management, and periodic confirmation of the status of practices Provide free health exam support services to store managers and store staff. Number of consultations to the Franchisee Relations Office: 3,600 or more (FY2020) 	<ul style="list-style-type: none"> Building a deeper relationship of trust between Franchised Stores and headquarters Promote efficiency in store operations, expand support, and improve profitability Streamlining store operations and promoting labor saving Enhance and expand systems that motivate store staff
Suppliers	<ul style="list-style-type: none"> Information sharing, collaboration and implementation of sustainability policies and product policies Promoting sustainable procurement in the supply chain Operation and response of supplier consultation service Conduct and respond to supplier surveys 	<ul style="list-style-type: none"> Disseminate our sustainability policies to 562 business partners (annually) Supply chain SAQ (self-check) conducted for 34 companies Conducted third-party audits of four factories in our supply chain Implementation of business partner questionnaire: Received responses from 262 companies 	<ul style="list-style-type: none"> Increase understanding of and support for the sustainability policies Supply chain SAQ, expanded scope of third-party audits Improve response rate to supplier surveys
Employees	<ul style="list-style-type: none"> Conduct diversity penetration surveys and LGBTQ education Strengthen support for goal achievement through the implementation of forward sessions*1 Various support systems for employee training/self-development, childcare and nursing care, etc. Promotion of health management 	<ul style="list-style-type: none"> Diversity penetration survey: 95% response rate (January 2021) LGBTQ initiatives: ALLY*2 stickers distributed: 1,241 Short-term childcare leave (suku suku kyuka) taken: 80% Health awareness survey response rate: 94% (August 2020) 	<ul style="list-style-type: none"> Promote diversity and inclusion Enhanced education and training menu to provide growth opportunities Expansion of various systems related to health, welfare, etc. adapted to different life stages Promote maintenance of mental and physical health

*1 To increase the frequency of communication and to improve the certainty of achieving goals, this is a positive place to discuss and consult about what to do in the future to achieve the goals.

*2 People who understand, support, and encourage LGBTQ people

*3 Five-day parental leave available once a year to employees with children up to first grade (can be taken in increments of 1 day, up to 5 days regardless of the number of eligible children)