



# MINISTOP's Entry Into Overseas Markets

Hiroshi Yokoo, Chairman, MINISTOP  
CEO, AEON Strategic Small Store/Group Procurement

Dec. 3, 2010



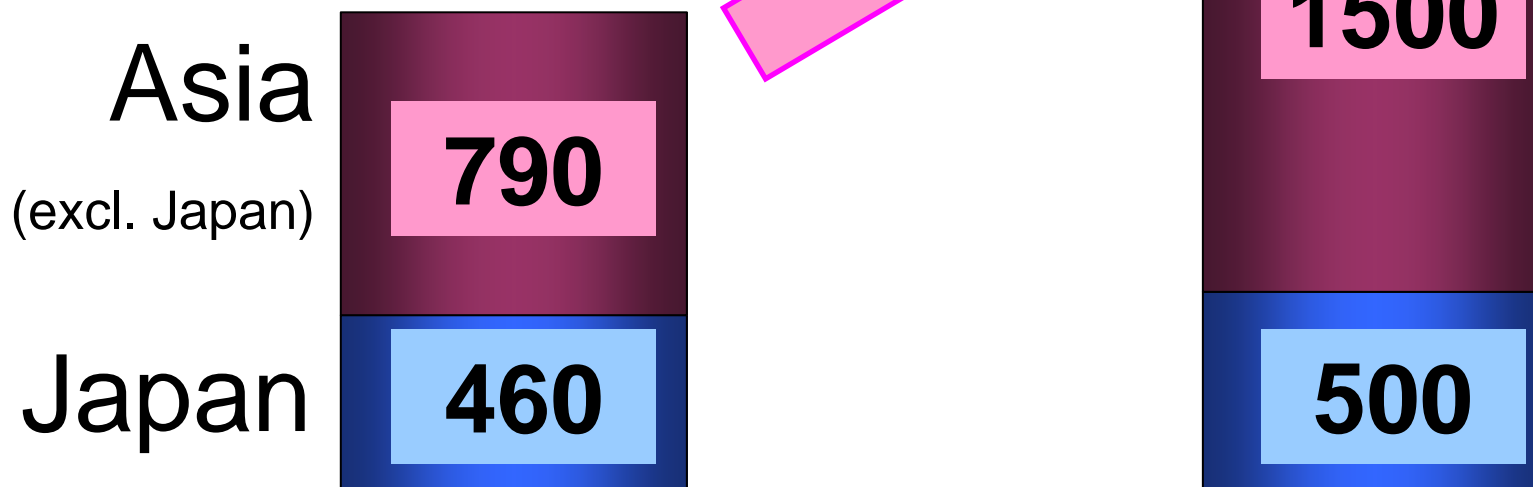
# Asian GDP to Pass N. America For World No. 1

2009

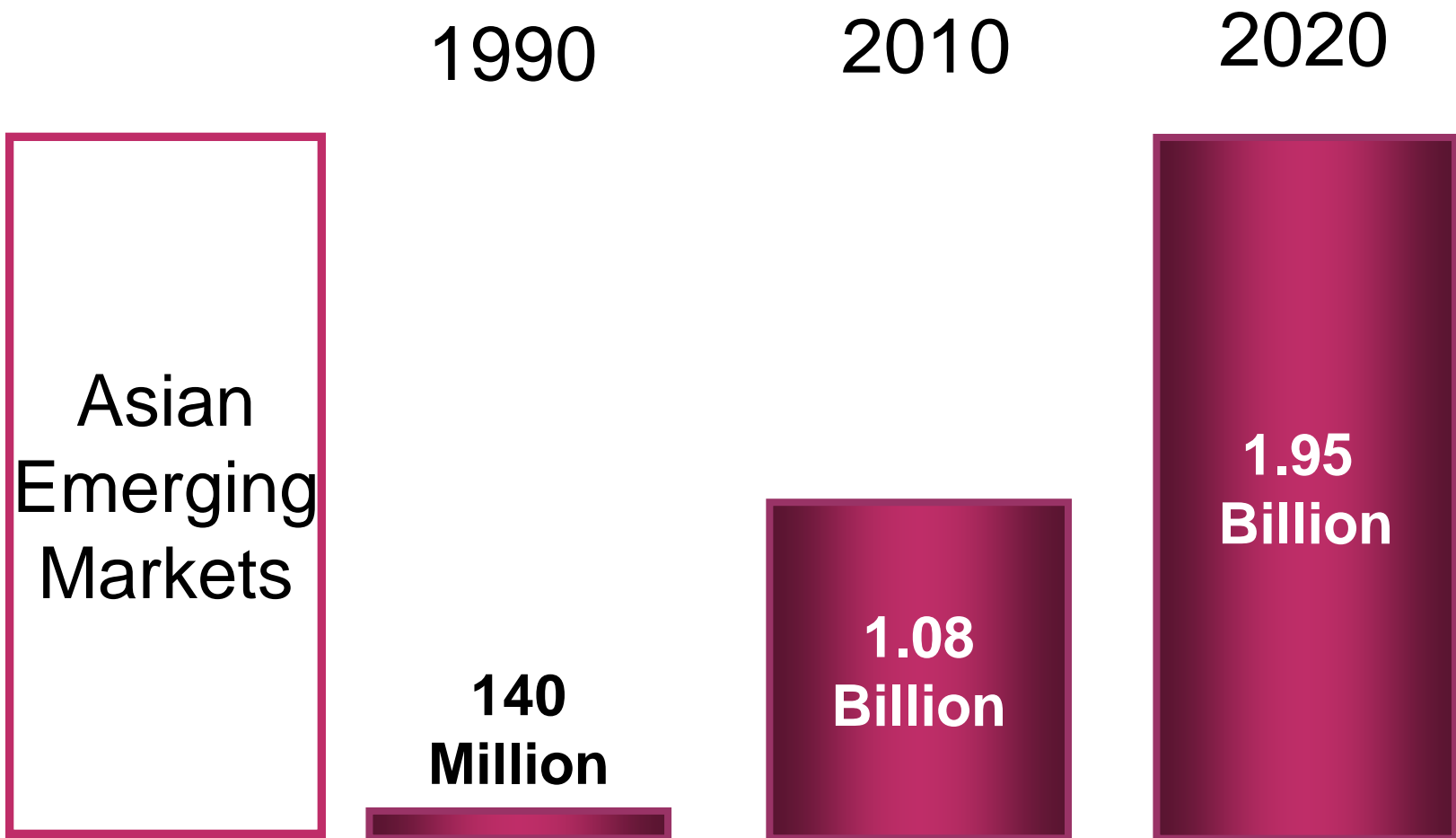
2020

JPY 2,000 Trillion

JPY 1,250 Trillion

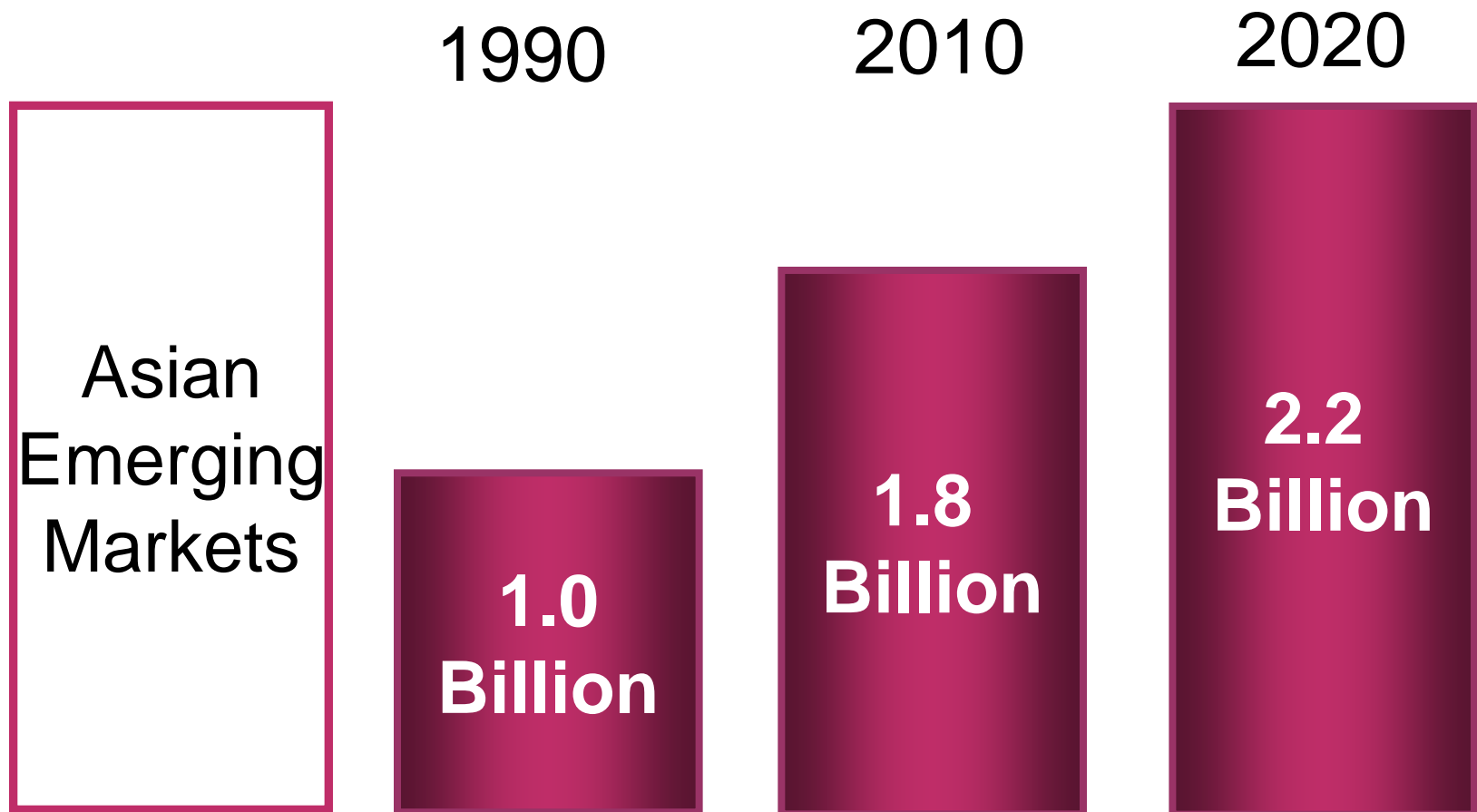


# New Middle-Income Group of 1 Billion

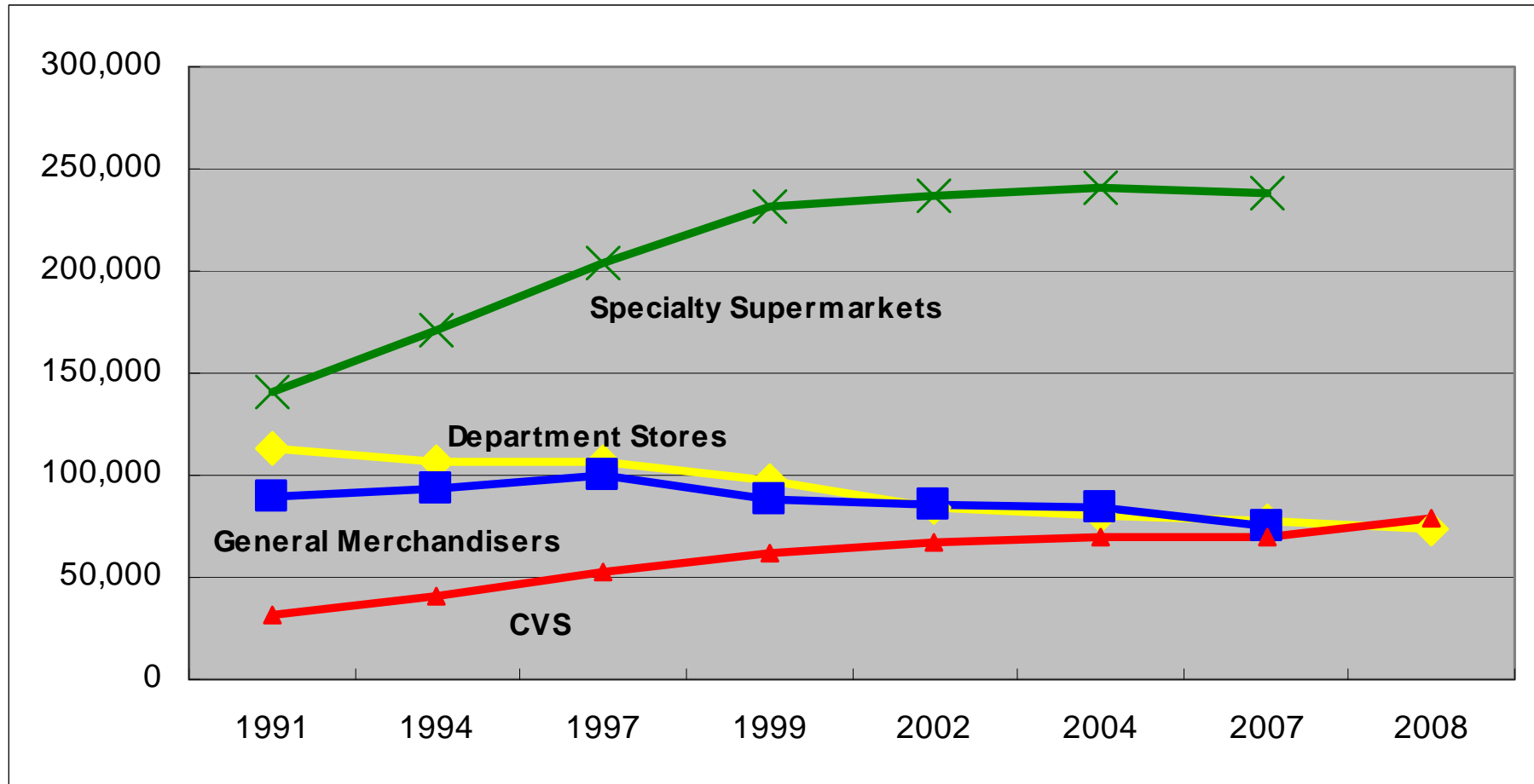


Source: NIRA

# Urban Residents to Increase by 400 Million



# Convenience Store Growth in Japan



**CVS Sales > Dept.Store Sales in 2008**

# MINISTOP Characteristics



Fast Food

This section illustrates the fast food offerings of a MiniStop. It features a hamburger with a beef patty, lettuce, and tomato. Next to it is a soft-serve ice cream cone with white vanilla ice cream on a waffle cone. Below these are two promotional images: one for 'プリンパフェ' (Pudding Parfait) with a price tag of ¥265, and another for 'アップルango' (Apple Mango) with a price tag of ¥295. At the bottom, two photographs show staff members in uniform working behind a counter in a food service area.



CVS

This section illustrates the convenience store (CVS) offerings of a MiniStop. It includes images of well-stocked shelves with various packaged goods, a refrigerated display case filled with drinks, and a bowl of bento-style food. Below these are two more images: a cup of iced coffee and three different styles of hot coffee in paper cups.

**Combo Store**

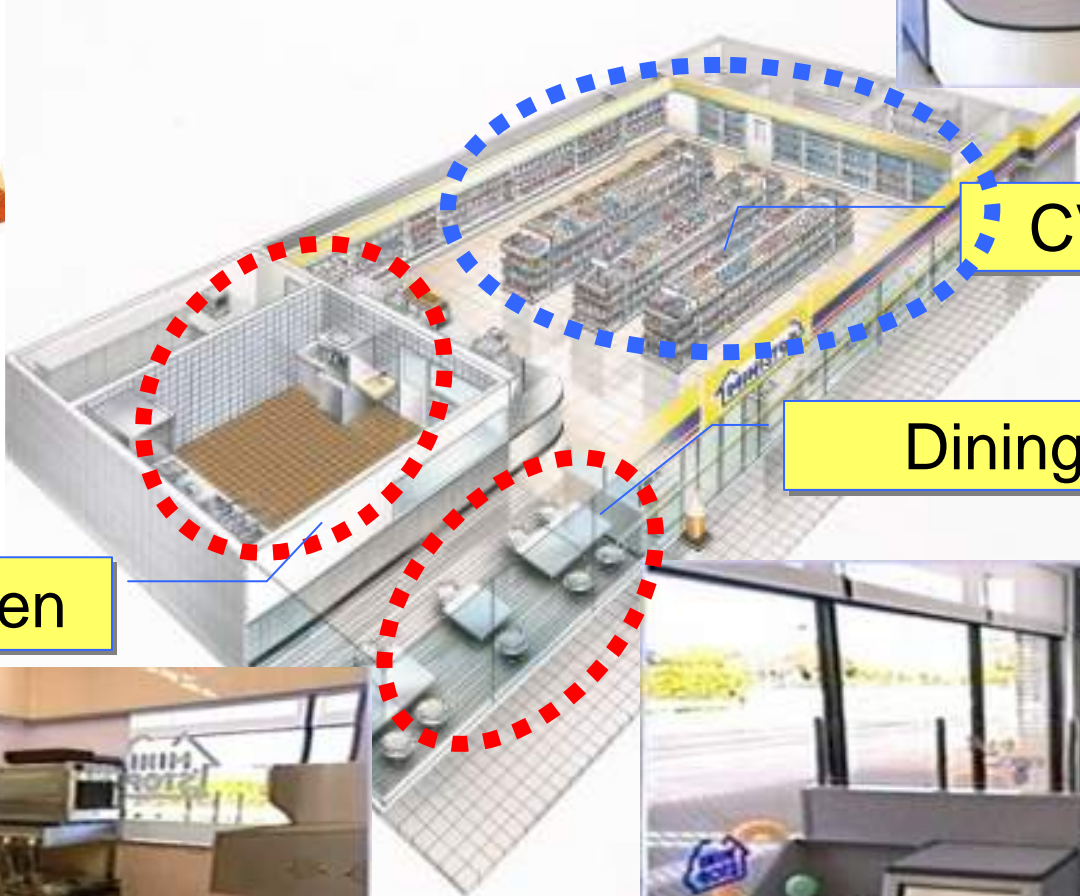
# Combo Format



CVS Products

Dining Area

Kitchen



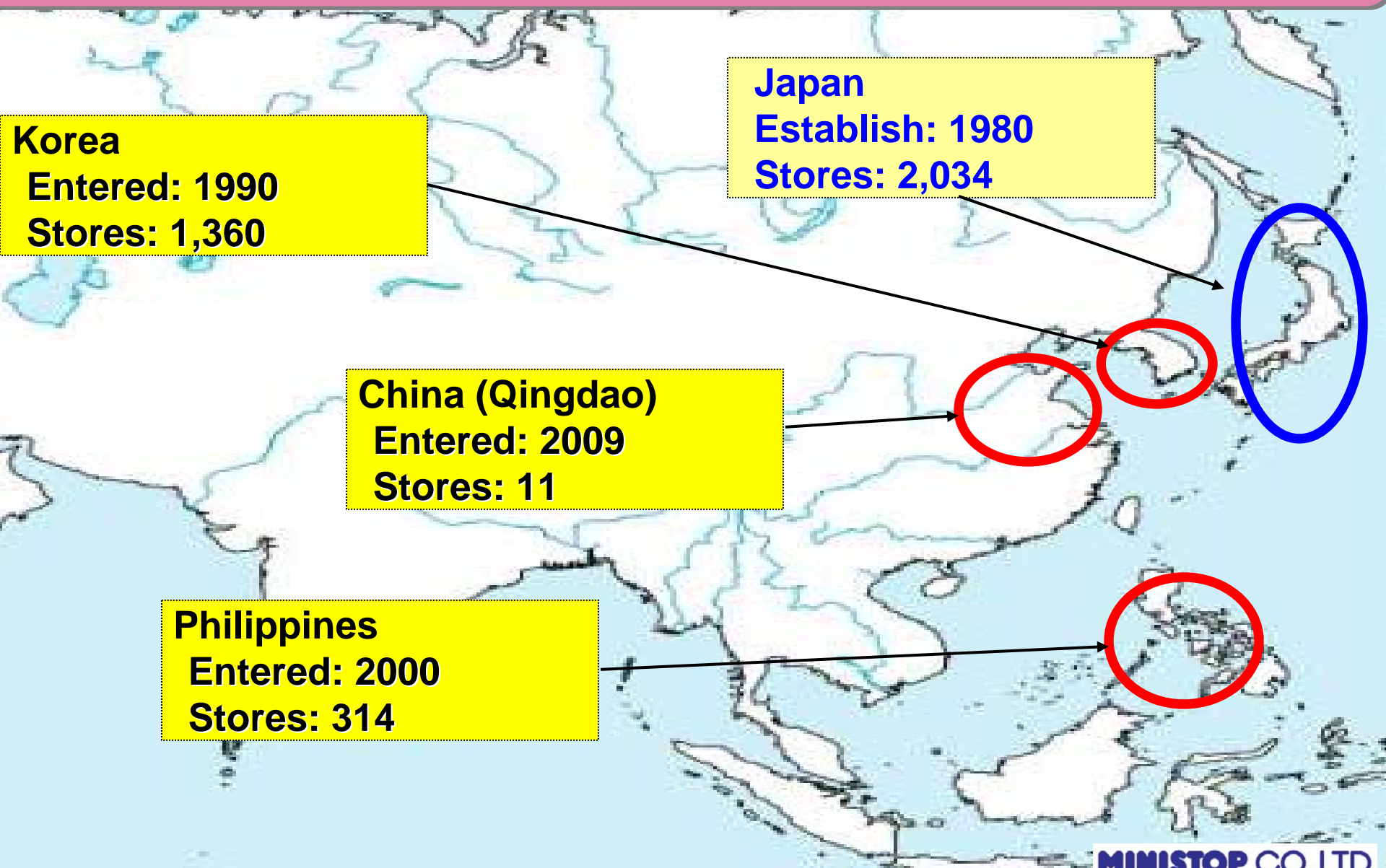
Dining Area

Kitchen





# MINISTOP's Overseas Development





# Franchising

**MINISTOP  
CO., LTD.**

**Trademarks, know-how, etc.**

**Franchise agreement**

**Dues, royalties, etc.**

**Franchise Stores**

# Franchise Types <What is Provided>

**Brand apparel, etc.**

**Convenience stores, etc.**

**Products/Trademarks**

Primarily brand products and specialty products provided on an exclusive basis

**Business Format**

Trademarks, store design, management know-how, etc. provided as a package

Know-how provision costs

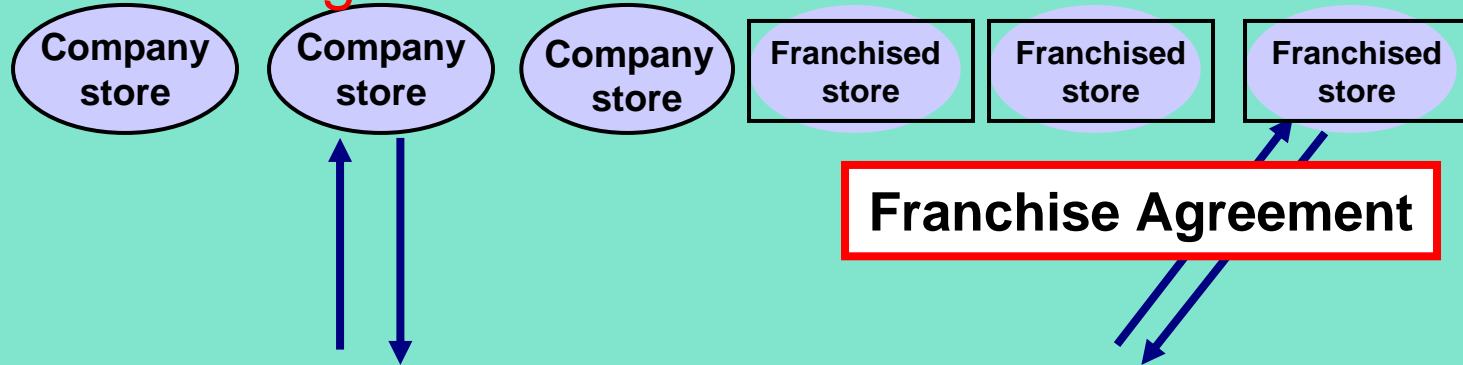
Low

Governance costs

High

# Model of Franchising

## Sub Franchising



**Area Franchisee**  
(Local Partner/JV)

know-how,  
trademarks,  
etc.

**Area Franchise Agreement**

• Royalty

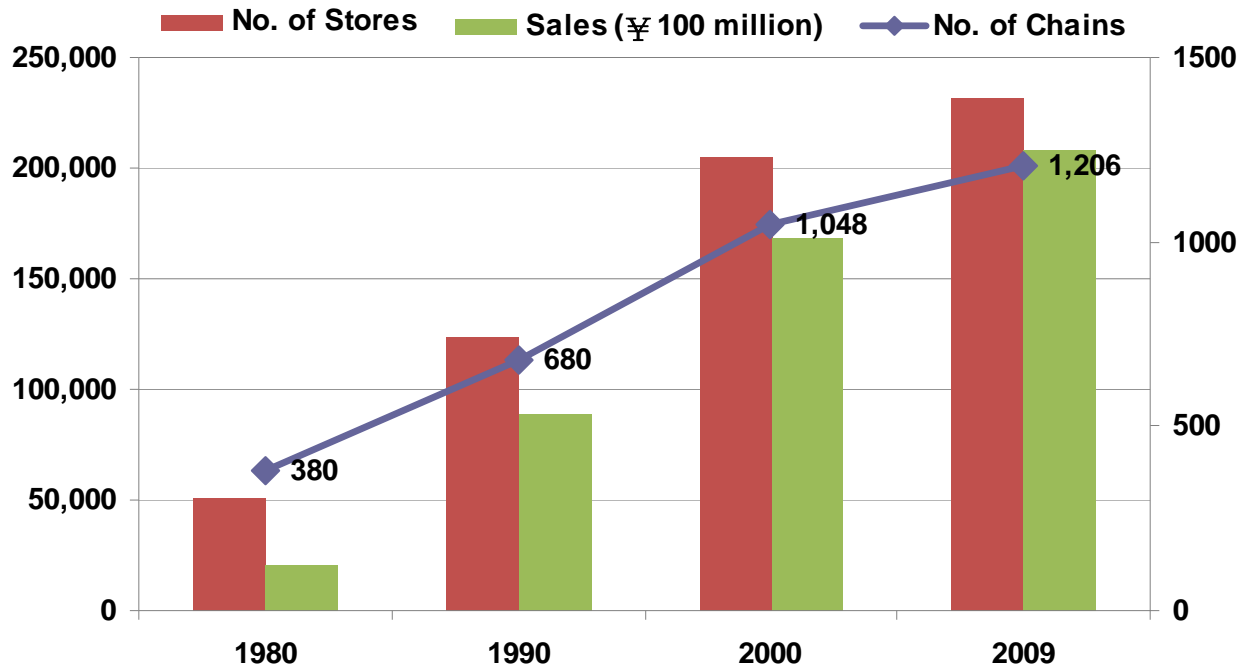
**MINISTOP CO., LTD.**

## Area Franchising

# Localization



# Franchise Chain Statistical Data (Japan)

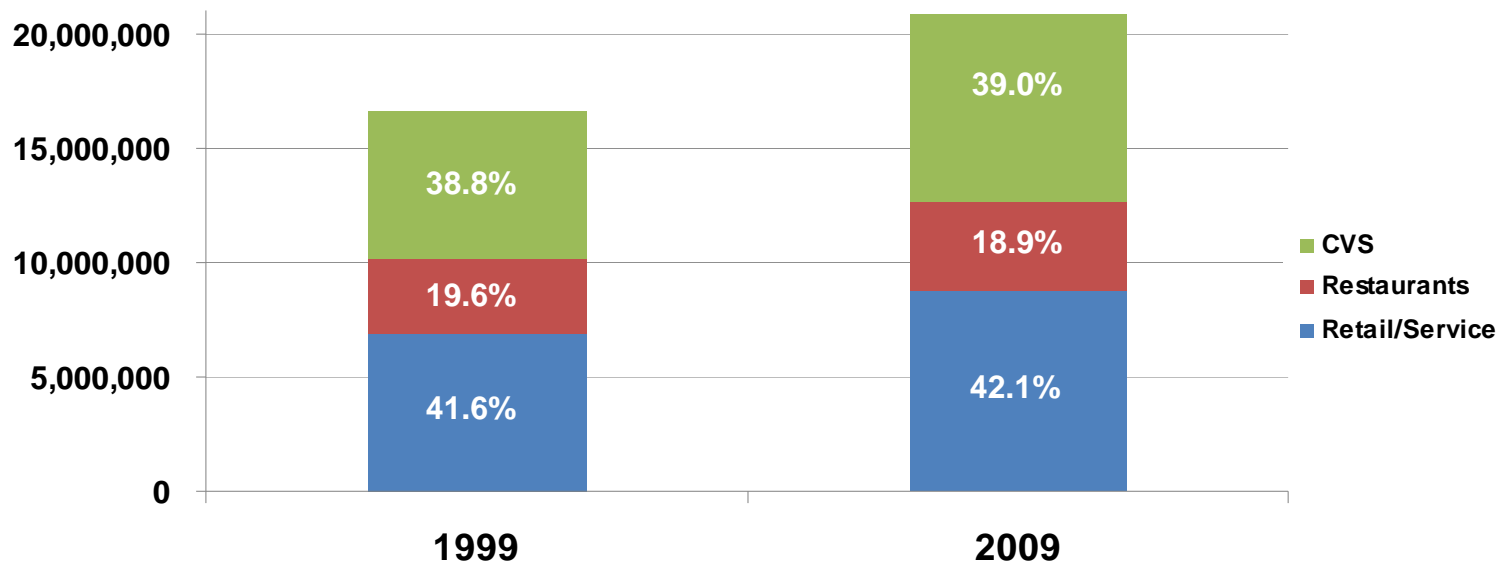


Year	No. of Chains	No. of Stores	Sales (JPY 100 million)
1980	380	51,523	20,634
1990	680	123,365	88,573
2000	1,048	205,609	168,714
2009	1,206	231,666	208,031

# Franchise Chain Statistical Data (Japan)

## Sales and Percentage of Total Sales, by Industry Format

(Millions of yen)



(Sales unit: Millions of yen)

	CVS		Restaurants		Retail/Service		Total	
	Sales	% of Total	Sales	% of Total	Sales	% of Total	Sales	% of Total
1999	6,433,888	38.8%	3,254,620	19.6%	6,897,338	41.6%	16,585,846	100%
2009	8,119,490	39.0%	3,932,675	18.9%	8,750,959	42.1%	20,803,124	100%

# Japan Franchise Association



社団法人

日本フランチャイズチェーン協会

*Japan Franchise Association*

**JFA provides information and creates voluntary standards to facilitate the sound development of franchise businesses.**

**Japan Franchise Association**

**3-6-2 Toranomom, Minato-ku, Tokyo Japan 105-0001**

**Phone : 81-3-5777-8701    FAX : 81-3-5777-8711**

**E-mail : [jfa@jfa-fc.or.jp](mailto:jfa@jfa-fc.or.jp)**



# MINISTOP CO., LTD.



## MINISTOP CO., LTD.

1-5-1 Nakase, Mihama-ku, Chiba City, Chiba 261-8540

Tel: 81-43-212-6471 Fax: 81-43-212-6746

URL: <http://www.ministop.co.jp/>



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Thank you for your  
kind attention.



# Services, Systems to support FC

Product development/info

Information/Logistics

Accounting service  
Payment on FC's behalf

Owner training



POS system

Management guidance

Receiving/Placing  
Order system

Staff education support

Advertisement

Inventory taking

Store development

Free-of-charge  
Major equipment

Opening/Operation  
support

HQ provides selling/kitchen equipment such as gondolas, chillers, freezers, tables and chairs in dine-in area, signboard(with MINISTOP logo), POS registers, others(copying/fax machine) to maintain unified image of MINISTOP store



# Types of International Franchising

## <How It Is Provided>

**Straight Franchise  
(FC agreement only)**

**Joint Franchise  
(FC agreement  
& investment)**

**Subsidiary  
(100% investment  
stake)**

**Sub-Franchise  
(Master franchising  
rights provided to  
existing franchisee)**