

Store Strategies



Seiyu is introducing the **know-how** to create new sales spaces that attract more customers.

RENOVATION BOOSTS SALES AND DRAWING POWER

In the renovation carried out at the Futamatagawa Store (located in Yokohama, Kanagawa Prefecture), Seiyu took advantage of Wal-Mart's expertise and technology in areas such as fixtures (product display shelves) and sales and display methods. Larger, easier-to-read price labels, well-stocked displays and wide aisles, and a seafood corner that evokes the lively atmosphere of a fish market are among the sales space innovations designed to make shopping easy and enjoyable for customers. As a result, after the renovation, customer traffic increased by about 30 percent and the store's sales jumped 20 percent.



Product displays use Wal-Mart-style fixtures.

A simple display is used to effectively present uniform pricing.



Store-managed sales areas, such as this prepared foods corner, have been expanded.

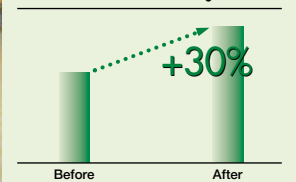


Product prices are large and clearly displayed.

High-capacity displays are separated by spacious aisles.

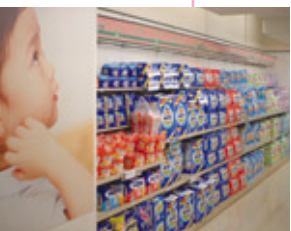


Customer Growth Rate Following Renovation



THE BABY CARE CENTER

A CENTRALIZED LOCATION BUILDS A STRONGER CATEGORY



Baby goods for children from before birth to three years old are concentrated in a single section, the Baby Care Center, to strengthen this category by improving convenience and attractiveness. In addition to an enhanced merchandise assortment, commodities such as disposable diapers are sold at low prices. This strategy has been implemented at 47 stores as of February 2004, and is proving successful in attracting new customers.

SMART SYSTEM

PROMINENT DISPLAY OF MERCHANDISE CUSTOMERS WANT

In August 2003, Seiyu began introducing the Smart System, Wal-Mart's store information system that uses a superior method of unit management by product for sales and inventory to enable instant access to daily sales volume figures. This sales data can be used for improvements in areas such as merchandise display positions and display volume. Seiyu plans to implement the system at additional stores in the future.