



マツモトキヨシ

Matsumoto Kiyoshi: 1st for you

Listening Questions 1:

1. Where did Matsumoto Kiyoshi start?
2. How did Kiyoshi Matsumoto differentiate his store from other drug stores?
3. How are the suburban stores different from the urban stores?
4. Why did the company create those suburban stores?

Listening Questions 2:

1. How much did the company have in sales in 1995?
2. As of March 2014, how many stores did Matsumoto Kiyoshi have?
3. What were the company's net sales in FY2014?
4. As of March 2014, how many friends did Matsumoto Kiyoshi have on Line?

Transcript 1:

Matsumoto Kiyoshi is one of the largest drug store chains in Japan. Its history dates back to 1932 when Kiyoshi Matsumoto opened Matsumoto Pharmacy in Matsudo, which is a city just east of Tokyo. He was only 23 when he started the business.

He focused on customer satisfaction and his philosophy is reflected in the company's modern slogan: "1st for you." In order to differentiate his stores from other drug stores, Matsumoto kept the interior bright and placed empty product boxes near the storefront to show people that the stores had a wide variety of products.

In 1994, Matsumoto Kiyoshi opened its first roadside suburban drug store. The suburban stores were different from the urban stores because they had large parking lots and a broader range of products such as household and baby products. This type of store was created because the company's customers started families and moved from big cities to the suburbs.

あなたにとっての、いちばんへ。
1st for You.
私たちは、すべてのお客様のニーズにこころをこめます。
私たちは、すべてのお客様の健康の為に全力をこめます。
私たちは、すべてのお客様にとって、いちばん親密な店を目指します。



Transcript 2:

By 1995, Matsumoto Kiyoshi was the number one drug store chain in Japan in terms of sales. The company had ¥101.8 billion in sales and 216 stores. The following year, it started advertising on TV.

The number of Matsumoto Kiyoshi locations grew greatly after that. By the end of 2001, there were 500 stores and by 2014 that number had nearly tripled as the company had 1,486 stores. Also in the FY ending in March 2014, their net sales had grown to ¥456.3 billion. One of the company's goals is to have over 2,000 stores by the end of 2016.

The company started its popular point card in 2002 and as of March 2014, it had 19.35 million members. At the same time, Matsumoto Kiyoshi had 8.77 million friends on the popular communication app Line. Friends on Line can receive information and coupons from the company.