

A Short Story of Family Business in Tokyo

Toshiyuki Yoshimura
Toshimaya Corporation



Contents

- Brief introduction of Toshimaya
- Our company's philosophy
- Family business in Tokyo
- Conclusion



Brief introduction of Toshimaya

In Japan, we have more than 20,000 companies with histories longer than 100 years. They are mostly family businesses, and are about 1.6% of all companies.

Since foundation	Companies
> 100 years	22,219 (1.6% of all companies)
> 300 years	605
> 500 years	39

- #1. 578 Kongo-gumi Construction
- #2. 705 Nishiyama-onsen Hot spring
- #3. 717 Koman Hot spring
- #?. 1596 Toshimaya Sake**

Source: Teikoku Databank



Toshimaya as a family business

Toshimaya was founded in 1596 by “Juemon” in the down town area of Tokyo as a sake seller, and has been brewing sake for about 100 years.

- ✓ Foundation: 1596 in the down town area of Tokyo (Kanda) as a small sake seller.
- ✓ Business domain at present: Sake brewing and wholesale.
- ✓ Brewing: Started about 100 years ago by my great grandfather, and the brewery is located in the western part of Tokyo.



Business about 2-300 years ago

We sold sake at low prices, and got profit by selling sake containers (wooden barrels). We also developed a new product (white sake), which was popular at that time.



Source: "Edo Meisho Zue" (1836)



A scene about 100 years ago

We've started sake brewing and have stabilized our business by gradually securing core customers.



Source: Toshimaya Corp.



Our company's philosophy

We've sought long term sustainability based on the thought, "Customer First" and "Sincerity First" to establish close relationship with our stake holders.

- Unwritten credo:

"Customer First" and "Sincerity First"



Company logo

- Mission:

Toshimaya will contribute to development of food culture by value creation for our customers through sake and food with high quality.

Our company's business domain

We are running business on brewing and wholesale at present and seeking value creation for the customers.

- Brewing:

- Sake “Kinkon” (golden wedding anniversary) ; gold award at the national sake competition.
- Mirin (sweet sake for cooking)
- White sake



Brewery in Tokyo

- Wholesale:

- Food for professionals, esp. buckwheat noodle shops (also through internet).



Our company's action agenda

Our action agenda is “Fueki Ryuko”.

不 易 流 行

Fueki Ryuko

by Basho Matsuo (1644–1694);
a legendary “haiku” poet

- © Fueki: Continuity (to be unchanged)
- © Ryuko: Change (to be changed)



“Continuity” and “Change”

We've valued balance between “Continuity” and “Change” to accomplish sustainability.

Continuity
(to be unchanged)

- Integrity
- Credibility
- Quality
- Goodwill



“Brand” as an *intangible asset*



Change (to adapt to the trends)

We're trying to adapt to the trends of the times, and have introduced many changes to attract new customers.

- Development of product lines
- Sales promotion
- New channels (Internet, Overseas etc)



Value creation for both old
and new customers
through *innovation*



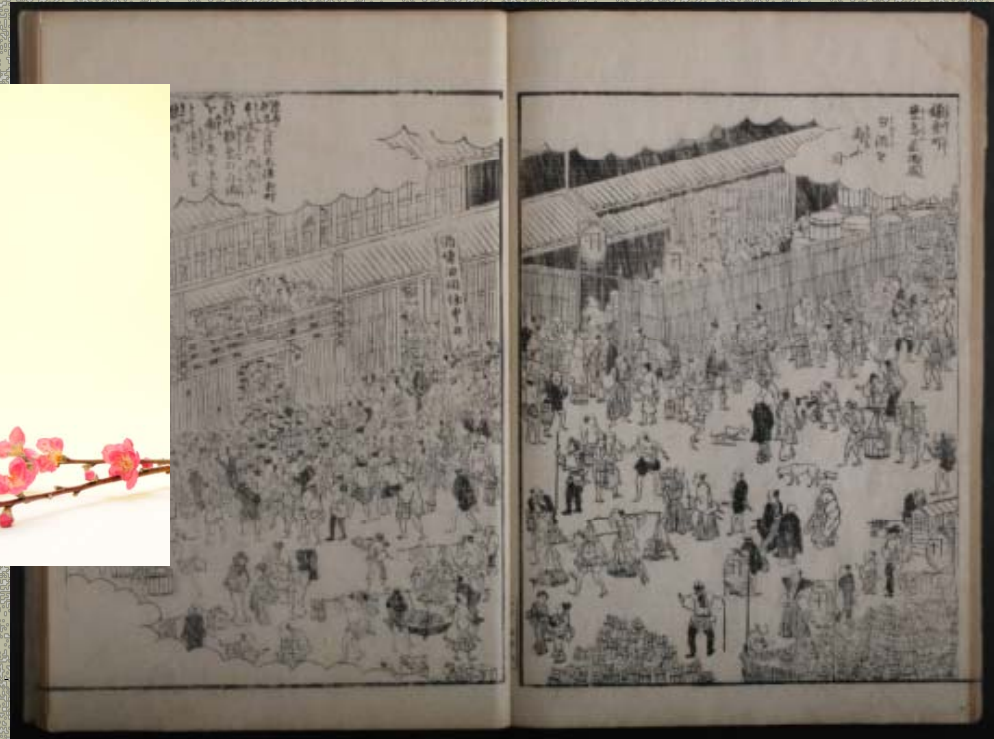


“Fueki Ryuko” in the past

Our ancestors were quite innovative to develop a new product, white sake, which was very popular in the spring.



White sake



“Edo Meisho Zue” (1836)

- sweet and popular among ladies
- more than 1,400 barrels a day

“For mountains, it’s Fuji, for white sake, it’s Toshimaya!”



“Fueki Ryuko” at present

As descendants, we've developed several new products to meet customer demands and to create values.



“Haneda” for souvenirs
Most popular sake
at the Tokyo International airport.



“Kinkon” and “Ginkon” for gifts
Kinkon (golden wedding anniversary)
Ginkon (silver wedding anniversary)



“Aya” for new customers
New type of carbonated
sake, which is accepted
by young ladies.



Family business in Tokyo

In Tokyo, we have an association of old family businesses;
“Toto norenkai”.

Toto norenkai

- More than 3 generations
- Longer than 100 years
- Same business

52 shops



Source: Toto norenkai

Web site of Toto norenkai

Among many activities, Toto norenkai is trying to offer information on culture of “Edo and Tokyo” through a web site and mail magazines.



English T-Chinese S-Chinese Korean

こんにちは！東都のれん会です。

東都のれん会は、江戸～明治初期に創業し、東京で三代・百年以上の歴史をつもいできた53軒の老舗の集まりです。
蕎麦やうなぎなど食通をうならせてきた【グルメ】のお店、
団子や佃煮、甘酒などの多彩な【食の名物】の店、
呉服や足袋、メガネや楊枝などの匠の技が冴える【暮らしの逸品】を扱うお店…。
店それぞれに古き良きもの、そして現代の生活を豊かに彩る品々を取り揃えてお待ちしております。

メインメニュー

- 最新各店情報
- 東都のれん会とは
- 各店のご案内
- お便りコーナー
- 老舗の知恵袋
 - ▶大旦那のちょっといい話 ▶老舗のコンシェルジュ
 - ▶江戸・東京散歩 ▶大江戸広辞苑 ▶江戸の歳時記
 - ▶老舗の創業 ▶各店のよもやま話

NEW!!

- ・今月16店舗からの最新情報が届いております。
- ・モバイル版「google mapで地図を見る」を選択頂くと、地図上での位置が表示できるようになりました。
- ・「老舗部」できました。

<http://www.norenkai.net/>

Source: Toto norenkai web site



Conclusion

- Our company, Toshimaya, has run business on sake and food for longer than 400 years in Tokyo.
- Toshimaya, based on sincerity, has valued balance between “Continuity” and “Change” for long term sustainability.
- We have an association of old family businesses in Tokyo, “Toto norenkai”, and it is trying to offer information on culture of “Edo and Tokyo” through internet.



Thank you very much for your kind attention.

For further information, please refer to
<http://www.toshimaya.co.jp/en/>
<http://www.norenkai.net/english/>

,and please contact
info@toshimaya.co.jp