

## JAPAN:Fukuoka

July 3, 2016



On Sunday afternoon I was picked up by several students and was invited to eat with them before attending a seminar led by Mr. Isaki.

They asked me if I had eaten udon doodles before and I hadn't, so we stopped at a restaurant that was specially known for this dish. I chose one that had spicy meat and it was absolutely delicious. I previously tried noodle dishes in Vietnam and Thailand, but the ones in Japan had a completely different flavor.

After a great lunch, we went to the building where the seminar was held. Yes, of course it was in Japanese but that didn't mean that I wasn't able to learn and participate. Instead of a traditional seminar where you usually stay inside the building the whole time, everyone was separated into groups of 4 people and was assigned to visit a 7/11 in addition to another convenience store.



Mr. Isaki explained that sales for 7/11 stores in Japan were approximately 5 trillion yen per year. 7/11 as a company was certainly doing something right! Just like in Thailand, you cannot walk very far in Japan before finding a 7/11. For some reason, most people have a tendency to like 7/11 more than other convenience stores even though other ones sell the same things and have the same price tag. Our mission was to use our critical thinking skills and find out why.

タイムスケジュール <7月3日 福岡な塾>		
	時刻	内容
第1部	14:00~14:10 (10分)	本日の紹介
	14:10~15:10 (60分)	<講義> 店舗調査の手法について (観察→分析 & ストコン、人コン、サ)
休憩	15:10~15:25 (15分)	休憩
第2部	15:25~16:35 (70分)	<グループワーク (実践店舗調査)>
休憩	16:35~16:50 (15分)	休憩
第3部	16:50~18:00 (70分)	<グループワーク (発表&解説)>

講師：井崎博富 (経営セミナー・単発塾：チーフコンサルタント)  
観会：和民 博多口駅前店(福岡市博多区博多駅前3丁目26-1 紙与駅三ビ  
25歳未満:1,000円|26歳以上:5,000円 【18:30~20:30】

We carefully observed and walked down the aisles of 7/11 and noticed that it was well organized and was mostly stocked up. It was also located in a corner intersection and could be easily seen. Our group then walked across the street to the other convenience store and saw some differences. First of all, it instantly gave us a feeling that it was older and didn't have any recent updates. The floors seemed older, the lights as well and there were many empty places on the shelves indicating that they weren't fully stocked. Fresh food was the one thing that we easily recognized in the convenient store that 7/11 didn't have. However, the fresh food didn't look fresh at all. It didn't

look appetizing since it was poorly displayed in cardboard boxes and seemed to be old. Our group agreed that it was better to have no fresh food than unpresentable and old food.

In addition, we also noticed that 7/11 had more food of the “7/11 brand”. This food is cheaper than the well-known brands and the convenience store earns more profit. Perhaps this is another reason why 7/11 can grow and expand so quickly.

We were asked to meet back at the seminar building and each group presented their observations. Mr. Isaki then spoke for a bit longer and closed the seminar. I liked the way that the seminar was directed and organized. Mr. Isaki could have easily told us the differences between 7/11 and other convenience stores and we wouldn't have to leave the building, but instead we were able to go out and think for ourselves making it a much more effective learning experience. Thank you Mr. Isaki!



After the seminar, many of the people who attended went to a local tavern and had some tasty food and drinks. But before entering, we were required to take out shoes off. I love this about Japan! There was plenty of food ordered and shared by everyone including grilled chicken heart (something new for me)! It reminded me of the Thai style way of eating where people share the food and everyone can enjoy a small taste of everything. I was never a big fan of raw fish, but after trying it here in Japan, I can definitely say that I love the taste.



What I also liked about that evening was that people moved around the seats from one place to another making it possible to talk to anyone who attended, not just the people next to you. It's a nice way to socialize and talk to others.

When it was time to go home, my new Japanese friends were so nice to walk me back to the condo and that was the end of another great day in Fukuoka!