

Lecture 10: Convenience

Case Study: FamilyMart Stores

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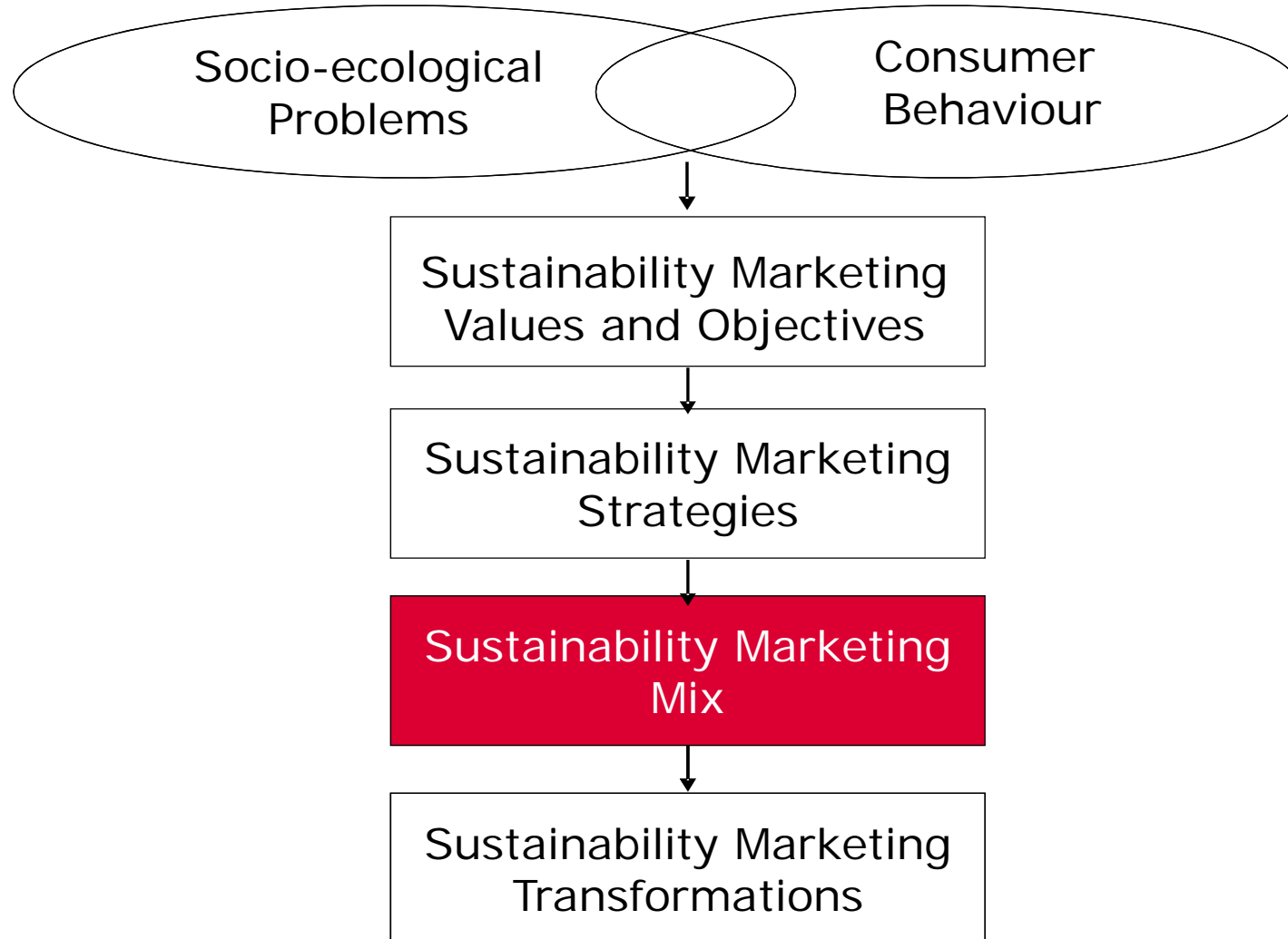
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Lecture 10: Overview





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Episode 1: Making Consumption Convenient

Episode 2: Packaging

Episode 3: Case Study – FamilyMart Stores



Learning Outcomes

Learning Outcome 1:

Consider whether the convenience store format lends itself to more or less sustainable retailing.

Learning Outcome 2:

Understand how FamilyMart stores have sought to reduce their environmental impacts whilst increasing the convenience they offer.

Learning Outcome 3:

Explore how FamilyMart stores have sought to contribute to their communities through more than conventional retailing strategies.



Structure of the Episode

1. Introduction to FamilyMart Convenience Stores
2. Key FamilyMart Sustainability Strategies
3. Becoming an Important Place in Customers' Lives



FamilyMart – Japan's 3rd Largest Konbini Franchise





Small, Local, Busy, Handy and Well-Supplied



Source: Photo by Weitwinkel



FamilyMart – Convenience, Friendliness & Fun

FamilyMart Basic Principles

Our Slogan

“FamilyMart, Where You Are One of the Family”

Our mission is to always be close to our customers' hearts, and an indispensable part of their lives.

FamilyMart's Goal

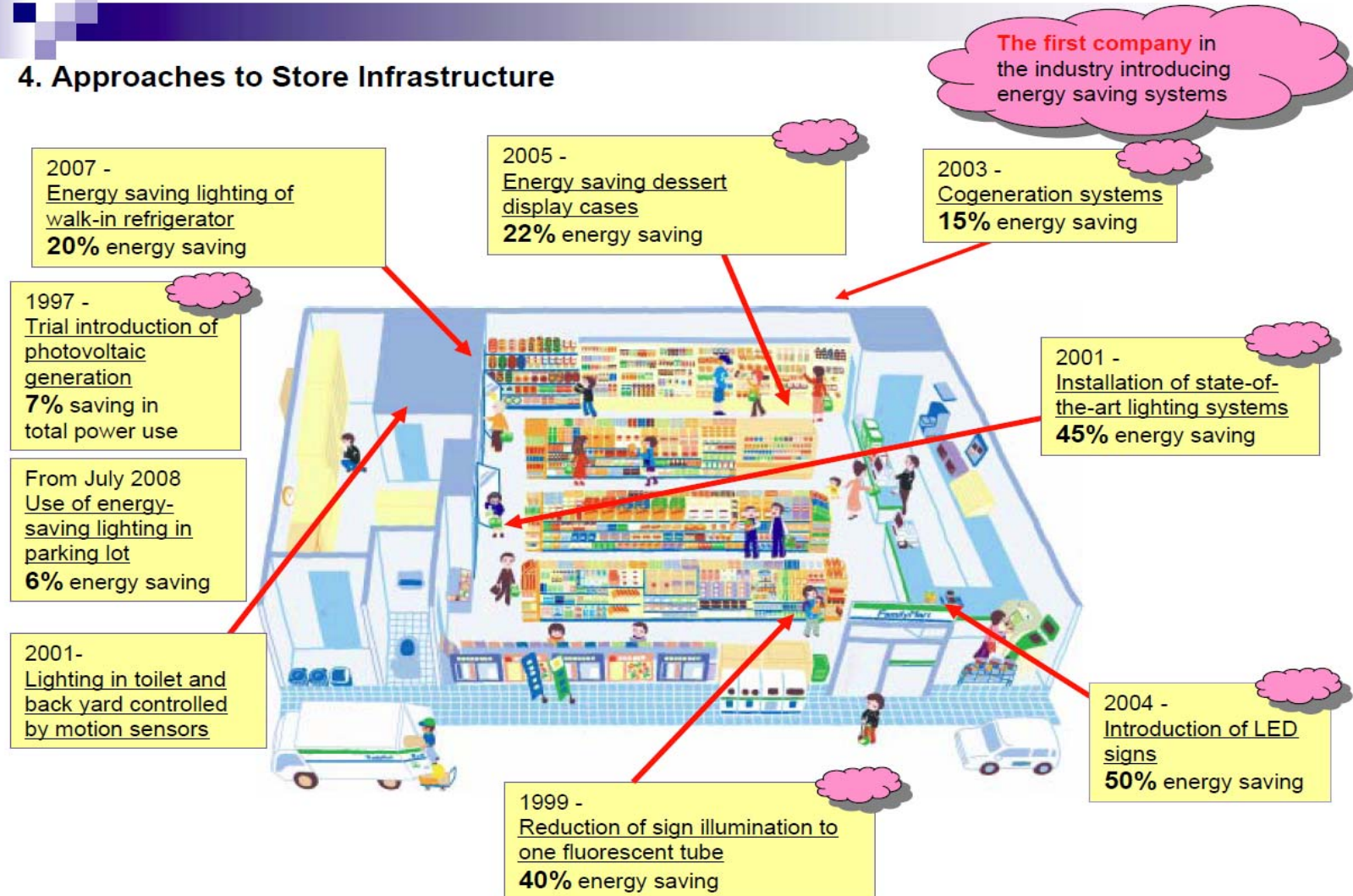
We aim to make our customers' lives more comfortable and enjoyable, primarily by displaying hospitality in everything we do, so that customers will enjoy every moment they spend in our stores.

Source: www.family.co.jp/english/



Changing the Fabric of the Stores

4. Approaches to Store Infrastructure



Source: http://www.family.co.jp/english/investor_relations/pdf/csr_0910.pdf



Creating Solar-Powered Convenience



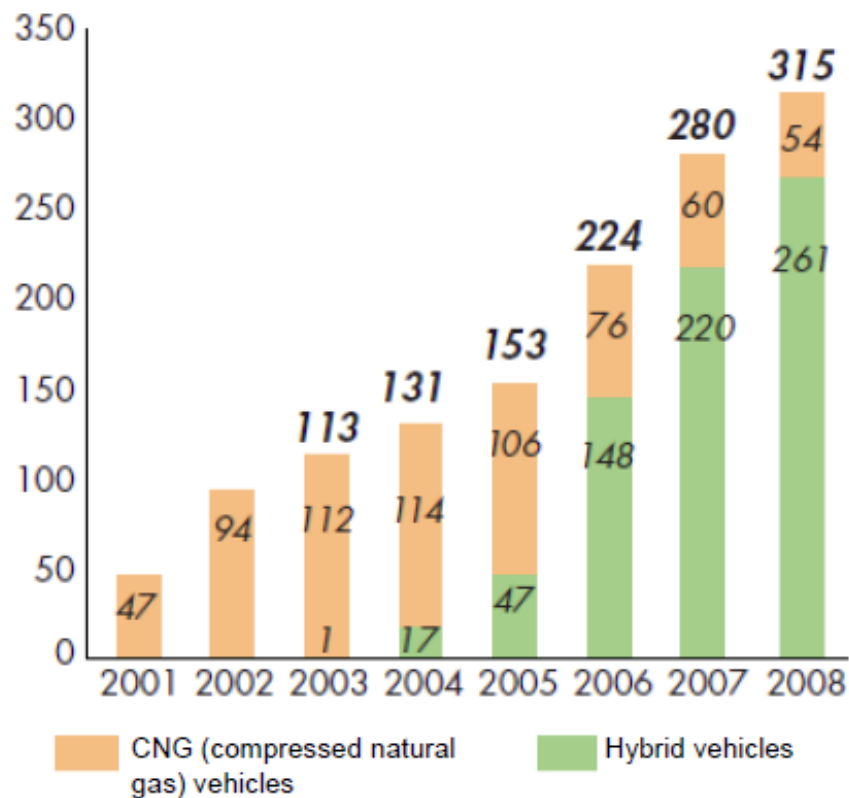
Source: http://www.family.co.jp/english/investor_relations/pdf/csr_0910.pdf



Distribution – Cleaner Vehicles: Fewer Trips

● Adoption of hybrid delivery vehicles

In 2004 FamilyMart became the **first convenience store chain operator** to introduce hybrid delivery vehicles equipped with both electric motors and diesel engines.



In 1990 Stores averaged 22 vehicle deliveries/day.

By 2008 this had been reduced to 8.



In Store – ‘We Love Green’ Products

FamilyMart has adopted the We Love Green logo for all products that meet the standards of reduced environmental load in respect of materials employed, production process, product use, and recycling or disposal.





Packaging Innovations

Such as plastic food containers made from corn starch!

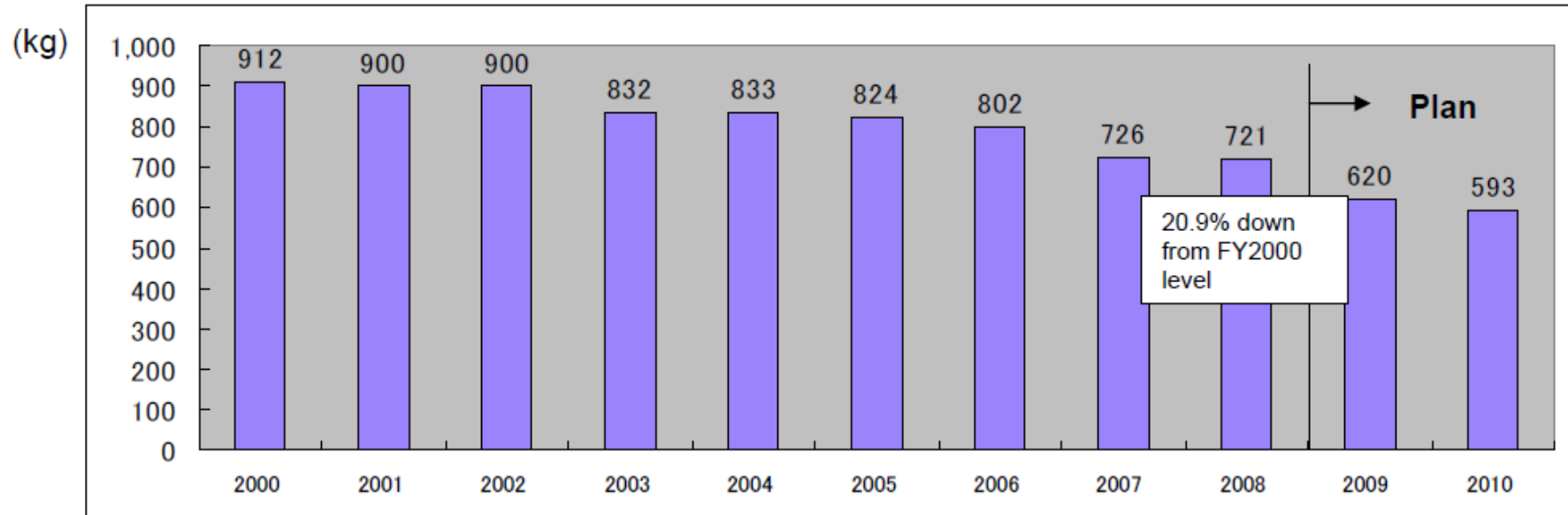


Source: http://www.family.co.jp/english/investor_relations/pdf/csr_0910.pdf



Reducing Plastic Bag Use

Plastic bags provided to customers per store (by weight)



Source: http://www.family.co.jp/english/investor_relations/pdf/csr_0910.pdf



Post-Use & Recycling Innovations



The company's waste edible oil recycling system was established in 1999 and now includes 99% of stores. Around 4.4 million litres of waste oil are collected from stores to be made into other products including animal feed, paint and hand wash.



Source: http://www.family.co.jp/english/investor_relations/pdf/csr_0910.pdf



FamilyMart Social Contributions

- Community cleanup campaigns;
- Bellmark cause related marketing to purchase equipment for local schools;
- 'Safety Station' official refuge points for children;
- Support for school soccer programmes;
- Official communications network point for natural disasters;
- Created mobile convenience trucks to service communities affected by the 2011 earthquake and tsunami.



Review and Discussion Questions

1. How have FamilyMart reduced the distribution related environmental costs linked to the products they sell?
2. FamilyMart is a franchise operation, what challenges might that create in terms of developing and delivering sustainable customer solutions?
3. What other initiative could you think of to help make FamilyMart stores an important and sustainable place in their customers' lives?



References

- Belz, F.M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p.255-274.
- FamilyMart (2009), CSR Initiatives by FamilyMart, http://www.family.co.jp/english/investor_relations/pdf/csr_0910.pdf.



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