

# Konbini FAQ

Based on: <http://cvs.main.jp/aruaru/aruaru.php>

# What is Konbini?

- Konbini is a Japanese word for a convenience store
- A store that sells many kinds of things and is open till late at night
- It can be characterized by the following factors:
  - Self-service
  - Open for more than 12 hours a day, or open till at least 9PM
  - Size:  $> 50\text{m}^2$  and  $< 500\text{m}^2$
  - Most important sales items: food stuff

# Principles of Konbini

- Seven Eleven, Circle K Sunkus, am/pm,
  - Friendliness
  - Cleanness
  - Availability
  - Freshness
- Lawson, Family Mart
  - Quality
  - Service
  - Cleanness

# The Secret of the Cash Register

- Cash register in Konbini
- It has so-called “customer keys”
  - Gender
  - Age group
    - 12 means < 12
    - 19 means 13-19
    - 29 means 20-29
    - 49 means 30-49
    - 50 means > 50
  - Red: female
  - Blue: male

12	12
19	19
29	29
49	49
50	50

一般的な客層キ

# Catchphrases

- Seven-Eleven
  - “Seven-Eleven, good feeling.”
- Lawson
  - “*Hotto* station of the town” (*Hotto* is a Japanese word for a good peaceful feeling)
- Family Mart
  - “*Anatato Konbini* (in combination with you), Family Mart”
- Circle K Sunkus
  - “Excitement? Let’s go to the exciting Konbini”
- Mini Stop
  - “Jolly. Lively. Interaction. Mini Stop.”

# Daily Sales

- About 500,000 Japanese Yen (5,000 US Dollars)
- Different store by store
- The biggest sales in the history of Konbini
  - 12,000,000 JPY (120,000 US Dollars)
  - A store near a soccer stadium. The World Cup soccer game took place there in 2002.

# Electricity

- 24 hour Konbini pays 300,000 Japanese Yen (3,000 US Dollars) a month for electricity
  - 100 US Dollars a day
- Saving electricity
  - Konbini Restrooms use sensors to turn the light on/off
  - Outside lighting – also use sensors to automatically reduce the brightness at night
  - Insulation panels in walls

# Surveillance

- Konbini has surveillance cameras
- Many cameras are actually used
- Some are dummy cameras
- There may be stores that use hidden cameras for unobtrusive surveillance



防犯カメラ



# Why magazines are located near windows

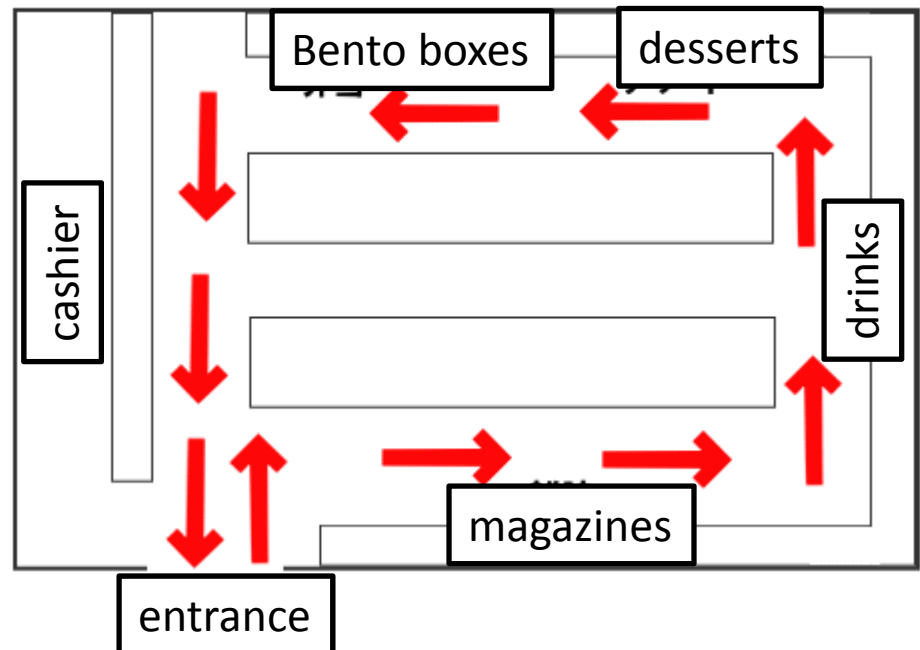
- People read magazines in Konbini without buying them
- Nevertheless, they are welcome because:
  - If many people read magazines near windows, the store looks popular
    - May have some positive impact (e.g., could repel criminals at night)
- Also, latest issues of various magazines are colorfully visible from outside



コンビニの雑誌売場

# Designing for counterclockwise movement

- Right-handed people tend to walk counterclockwise
- They can fetch items placed on their right more easily



# What is the golden line

- The golden line is the line at the height of customers' natural eye gaze
- It is also called the golden zone
- Kids' golden line is lower
- Putting items in this zone can significantly increase sales



ゴールデンラインにじゃがりこ

# Machines

- ATM
- Copy/Fax/photo print
- RFID payment
- Multimedia Kiosk terminal (purchase tickets etc.)