

PARCO Shops



Artist's conception of the future <Fukuoka PARCO (provisional name)>

Twenty Shopping Complexes Developed Nationwide

There are 20 PARCO shopping complexes in Japan at present, each crafted for individual distinctiveness. Our aim is to create shopping complexes that correspond to the characteristics of the market in which they operate through ongoing verification of our management methods and merchandising* composition.

For PARCO to overcome this challenging period and achieve growth, we believe it is important to accurately interpret and respond to the essence of—and the changes in—customer needs. We must thoroughly analyze customer expectations of PARCO, which propositions they will support, and act on this information.

To this end, we will reinforce our marketing capabilities break away from conventional perspectives, and quickly execute shopping complex policy with uniformity and continuity.

While improving our strengths in entertainment and our creative ability, we seek to take a leadership position in urban consumption by offering enjoyable lifestyle

* Merchandising: Initiative to ensure sales and profits by supplying products the customer wants at the appropriate time, in the appropriate amount and at the appropriate price.

propositions in a safe and comfortable atmosphere. In fiscal 2008, we opened <Sendai PARCO> and plan to open <Fukuoka PARCO (provisional name)> and <PARCO@Millenia (provisional name)> in Singapore in spring 2010.



Artist's conception of the future <PARCO@Millenia (provisional name)>

Promoting Reforms by Grouping Shopping Complexes by Function

The environment surrounding shopping complexes is rapidly changing. To quickly and accurately respond to these changes, store operation must reflect the voice of those involved in daily operations. In fiscal 2009, we reorganized and grouped shopping complexes by function, creating a management structure that gathers information, creates policy and executes strategy in groups that allow us to review the characteristics, function and role of each shopping complex and respond flexibly to changes in the market.

