

Historical Analysis on the First Japanese Home Furnishing Chain Store of Nitori

University of Marketing and Distribution Sciences

BAEK, Jung-Yim

1. Purpose of Research and Method

The purpose of this paper is to depict a rough picture of the development process from a local company to a nation-wide chain store. This brief case study is based on the review of officials from Nitori and prestigious news papers. This paper would be supplemented by a follow-up, in-depth research.

The majority of recent press reports concerning Nitori center around discussions of overcoming the recession. In fact, Nitori's expansionary performance during the time of the recession has become topical recently regardless of the general economic trend. Most of these discussions center around the success factor of Nitori in the furniture industry in Japan, and we tried to understand the success of Nitori in overcoming its high risk ventures that resulted from its policy of dealing with foreign countries based on lower labor and operating costs, and from its policy of reviewing and improving the company's structure.

This brief case study will use the same framework used by officials from Nitori as published in prestigious news papers until now. Such a discussion tends to evaluate the dynamics of industrial growth only in the short term; however we will endeavor to underline the analysis of Nitori's historical evolutionary path from the initial environmental conditions to the present compared with former researches.