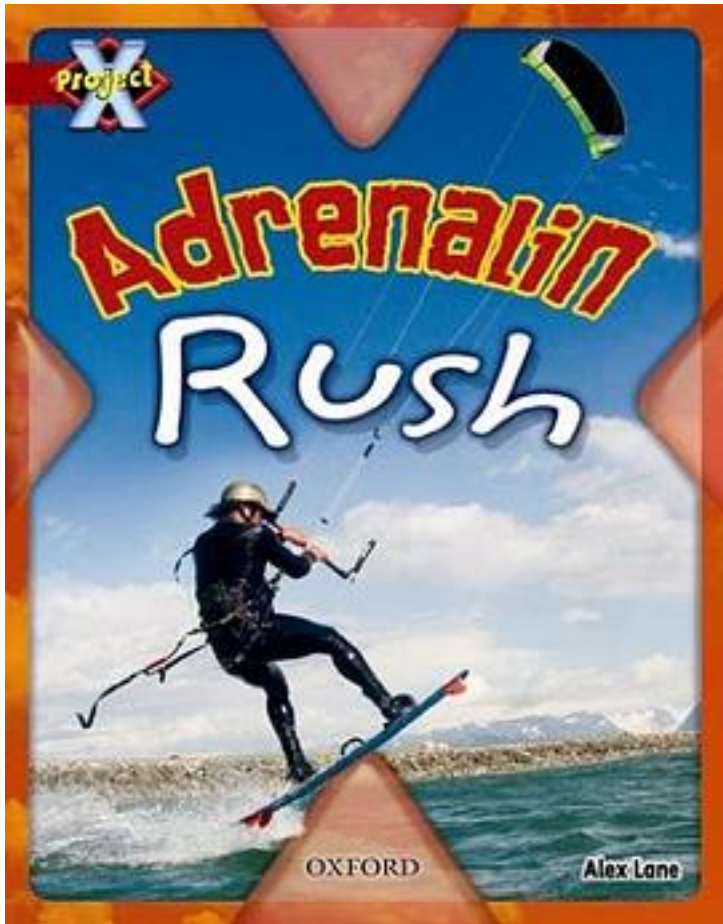


Project X



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At a time when the giant department stores and supermarkets dominated the Japanese retail industry, two businessmen, Toshifumi Suzuki and Hideo Shimizu, discovered a new type of small retail store flourishing in America - the Seven Eleven. Called a "convenience store," it was a concept new to the Japanese. Intrigued by this

new idea and convinced that it would succeed in Japan as well, the two men put together a project team of fifteen members, all virtual novices to the retail trade, to bring this venture to their land. Staking his entire livelihood, young storeowner Kenji Yamamoto volunteers to convert his family-owned liquor store into the first Seven Eleven in Japan. The hardship of negotiations, the oil shock, the struggle to cope with inadequate space - all were met with resolve and innovation, culminating in what is now called the retail revolution!

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