

The 7 Steps -
March



Matsumoto Kiyoshi

1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening Questions 1

- When did Matsumoto Kiyoshi start and how old was the founder?
_____.
- How did Kiyoshi Matsumoto differentiate his store from other drug stores?
_____.
- How are the suburban stores different from the urban stores?
_____.
- As of March 2019, how many stores did Matsumoto Kiyoshi have and what ranking of market share did they have?
_____.
- What plan was reported on in 2019?
_____.

Listening Questions 2

- Why did Matsumoto Kiyoshi focus on digital marketing?
_____.
- As of March 2019, how many friends did Matsumoto Kiyoshi have on Line?
_____.
- What have they done to take advantage of overseas popularity?
_____.
- What did Matsumoto Kiyoshi achieve in 2018?
_____.
- What will Matsumoto Kiyoshi focus on in the future?
_____.

Discussion Questions

- Why do you think Japanese health products are so well-respected overseas, notably in Asia?
- How would you feel about using a self-medicating process?

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

TRANSCRIPT 1

4. CHECK ANSWERS



Read through the transcript and underline the answers. Check them against your own answers.

Matsumoto Kiyoshi is one of the largest drug store chains in Japan. Its history dates back to 1932 when Kiyoshi Matsumoto opened Matsumoto Pharmacy in Matsudo, which is a city just east of Tokyo. He was only 23 when he started the business. He focused on customer satisfaction and his philosophy is **reflected** in the company's current slogan: "1st for you." In order to **differentiate** his stores from other drug stores, Matsumoto kept the interior bright and placed empty product boxes near the storefront to show people that the stores had a wide variety of products.

In 1994, Matsumoto Kiyoshi opened its first roadside suburban drug store. The suburban stores were different from the urban stores because they had large parking lots and a broader range of products such as household and baby products. This type of store was created because the company's customers started families and moved from big cities to the suburbs.

By 1995, Matsumoto Kiyoshi was the number one drug store chain in Japan in terms of sales. The following year it started advertising on TV, after which the number of Matsumoto Kiyoshi locations grew greatly. By the end of 2001, there were 500 stores and as of March 2019, they had 1 654 group stores within Japan. In the financial year ending in March 2019, their net sales had grown to ¥576 billion, making it the fifth-ranked drugstore chain in Japan. In 2019 it was reported that they were in negotiations with competitor 'Kokokara Fine' to integrate their businesses and thus potentially become the dominant leader in the market.

5. CHECK VOCABULARY



Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Reflect

Diminish

Differentiate

Aware

Shrink

Separate

Conscious

Gather

Garner

Match

6. READ ALOUD



Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

TRANSCRIPT 2

With the Japanese market both **shrinking** and becoming increasingly competitive, Matsumoto Kiyoshi has had to become more innovative with their business, starting with a focus on digital marketing. The company started its popular point card in 2002 and as of March 2019, it had 27 million members. At the same time, Matsumoto Kiyoshi had 19.7 million friends on the popular communication app Line, where they can receive information and coupons from the company.

Due to the increasing popularity of Japanese healthcare products, particularly cosmetics and nutrition supplements, among inbound visitors to Japan, Matsumoto Kiyoshi have started to open stores in highly crowded tourist areas such as Asakusa, close to Mt. Fuji, and in international airports, the most notable being Narita Airport. They opened an e-commerce channel for Chinese customers and are now focusing on expanding overseas. They have 33 stores in Thailand as of 2019, as well as 2 in Taiwan which opened in 2018. In July 2019, they announced that they would open stores in Hong Kong and Vietnam in the near future, as they both have increasingly larger health-**conscious** populations.

Matsumoto Kiyoshi developed their own brand 'Matsukiyo' in 2015, which has **garnered** quite a lot of success. The brand vision of 'Making living in Japan more fun' has led it to being awarded best brand at the Japan Branding Awards in 2018. They also developed a 10-minute cosmetic experience for working women known as 'Beauty U' in 2017. Their vision moving forward is to focus more on healthcare and in 2019 were researching ways to help consumers self-medicate through smartphone applications in order to empower them more.

7. SHADOWING



Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

1	2	3	4	5
1	2	3	4	5