

Matsumotokiyoshi Kyusyu Co., Ltd.

Top Message

President and Representative Director
Hisanori Seki



Driving Strategic Differentiation and Customer Preference Through Beauty, Health, and Wellness Counseling

Since October 2012, headquartered in Fukuoka City, we have been strategically expanding Matsumoto Kiyoshi's business network across the Kyushu region. While the region is a highly competitive market driven by discount stores, our strength lies in a consultation-first approach, powered by on-site pharmaceutical and cosmetic specialists. Today, expanding beyond major urban centers like Fukuoka and Nagasaki, our network reaches remote islands, including Tsushima, Goto, and Amami, serving as a vital piece of local infrastructure. Our strength is further amplified by a robust store presence across key inbound hubs, from Fukuoka's Hakata and Tenjin to Nagasaki City and Tsushima.

Number of stores by area	Total	Yamaguchi	1 store	Fukuoka	61 stores	Saga	4 stores
	184 stores	Nagasaki	27 stores	Kumamoto	13 stores	Oita	12 stores
		Miyazaki	17 stores	Kagoshima	46 stores	Okinawa	3 stores

*Including Drugstores with dispensing pharmacies: 4
As of the end of March 2026

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Tel:	+81-92-871-1991
Established	August 1984

Business Plans and Policies

Under our strategic business plan, we aim to drive sales and operating profit growth by expanding our network to 208 stores, primarily across the Kyushu region, by the end of 2030. To achieve these targets, we are executing four priority initiatives:

1. Accelerate store openings and renovations to expand our market scale.
2. Maximize operating profit by optimizing store operational efficiency.
3. Deliver community-tailored store operations focused on beauty, health, and wellness.
4. Capture and maximize the growing demand for duty-free products.

Centered on beauty, health, and wellness, expanding customer touchpoints is vital to our community-tailored store operations. To achieve this, we are placing a particular emphasis on driving new group member acquisition, with our stores demonstrating a strong commitment and making steady progress toward these targets. We establish clear KPIs and actionable PDCA cycles, fostering seamless collaboration between stores and headquarters. By responding flexibly to a constantly evolving business landscape, we accelerate these critical initiatives to achieve our strategic objectives.

Future Policies

Customer demands for merchandising and services vary significantly by location, from bustling commercial districts and transit hubs to residential areas. Our core strength lies in our ability to address these diverse demands with meticulous care, positioning us as a trusted, community-tailored "family drugstore." While the Kyushu region features a high density of discount stores, few retailers specialize in personalized consultation for products such as cosmetics. Capitalizing on this market gap, we drive competitive differentiation through high-touch customer service and strategic in-store merchandising, establishing our stores as the preferred choice for customers. We are dedicated to continuously elevating our store environments and customer service to deliver a consistently exceptional shopping experience.

