

会社概要

Company Profile



Mon cher Co.,Ltd.

大阪市北区堂島浜2-1-2

目次 Contents

1. 会社概要・企業理念
Company Profile and Principle
2. ブランド戦略・商品概要
Branding Strategy and Products

Company Profile 会社概要

Company Profile 会社概要

■ **Company Name** : Mon cher Co.,Ltd.

■ **President** : Kim Mika
Executive Director: Kim Haruka
Director: Kim Seong Nyeo

■ **Flagship Store Address** :
2-1-2, Dojimahama, Kita-ku, Osaka 530004 JAPAN

■ **Head Office** :
14F, NBF, 1-4-16, Dojimahama, Kita-ku, Osaka 530004 JAPAN

■ **License** : Confectionery manufacturing, café

■ **Founded on** : 04.SEP.2003

■ **Capital** : JPY 10 million

■ **TEL** : 06-6346-4499

■ **FAX** : 06-6345-1797

■ **URL** : www.mon-cher.com

■ **Group Company**

Mon chouchou Shanghai Co.,Ltd
Mon cher Hong Kong Limited
Mon cher Korea Co.,Ltd.

■ **Total Employees** : 602 (part-timers included)
Japan : 480
Oversea: 122

■ **Annual Sales(FY2018)** : Total JPY 5.43Billion (USD 51million)
▪ JAPAN JPY4.29Billion (USD 40million)
▪ Oversea JPY 1.14Billion (USD 11million)

■ **Clients** : Mitsukoshi Isetan Ltd.
Hankyu Dept. Store Inc.
Daimaru Dept. Store Co., Ltd.
Tobu Dept. Store Co., Ltd.
Tokyu Dept. Store Co., Ltd.
Takashimaya Co., Ltd.
Daimaru Matsuzakaya Co., Ltd.
Keihan Dept.
Kintetsu Dept. Store Co., Ltd.

■ **Banks** : The Bank of Mitsubishi UFJ Ltd.
Shiga Bank
Ikeda-sensyu Bank

Principle

企業理念

We are “Happiness Makers”
私たちは“幸せお届け産業”です

Vision

With high Japan quality products, we connect the whole world by “happiness” and “relation”

Keywords

Creative
創造

Hospitality
奉仕

Sincerity
誠実

Our Credo 私たちのクレド

1 Customer First

[Everything is for the sake of our customers.
We do our best with smiles and happiness to exceed customers' expectations.]

2 Logic to Success

[Provide the maximum results, with minimum costs by enjoying “Plan”, “Action”, and “Reflection”.
Manage “People”, “Products”, “Money”, and “Time”]

3 Strong Work Force

[Concentrate on the Actual Field, Tangibility, and Realty,
and “we must complete the mission” as professionals.]

4 Safe and Comfortability

[Thorough the strict quality control,
we promise “Safety”, “Reliability” and “ Overwhelming Deliciousness” to our customers .]

5 Creativity, Challenge, and Self-improvement

[With the creativity and the spirit of challenge,
we boldly gain and progress in the trend.]

6 Overflowing Love in Mon Cher

[With brightness, humbleness, and trustworthiness,
we create our company full of love.]

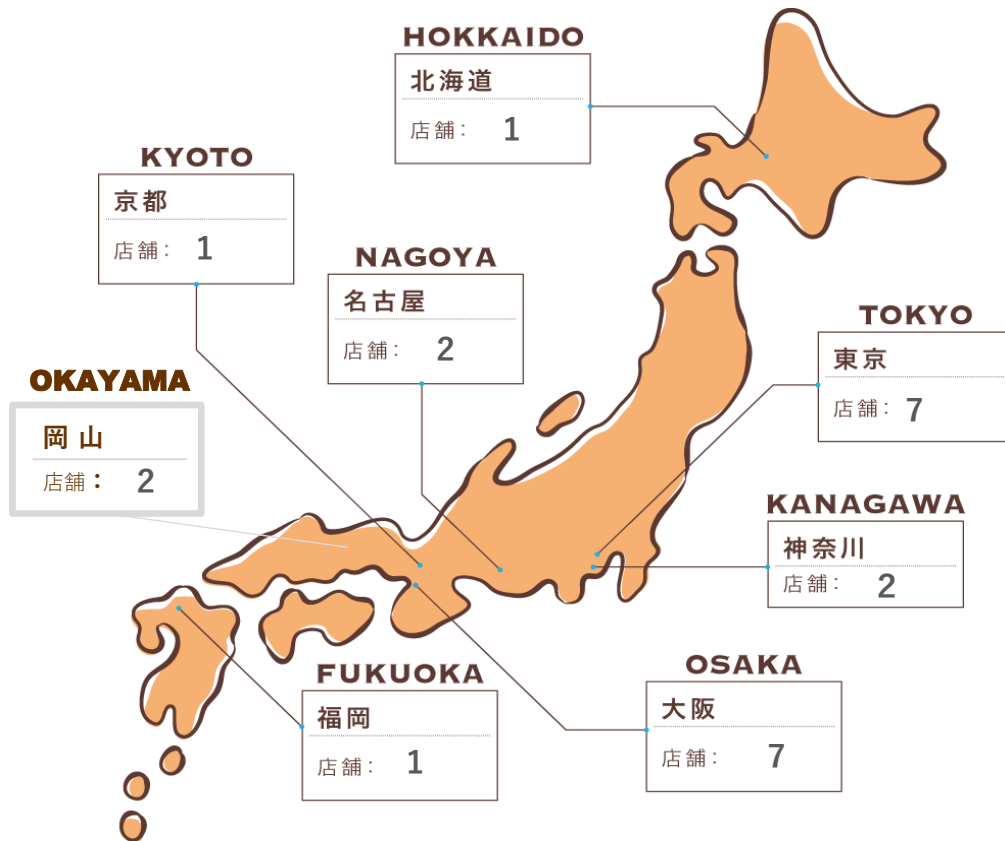
7 Strong Unity

[We , as a team, always share happiness and difficulties in either good times and bad times]



21 OUTLETS (DOMESTIC)

We locate our stores in the primal cities

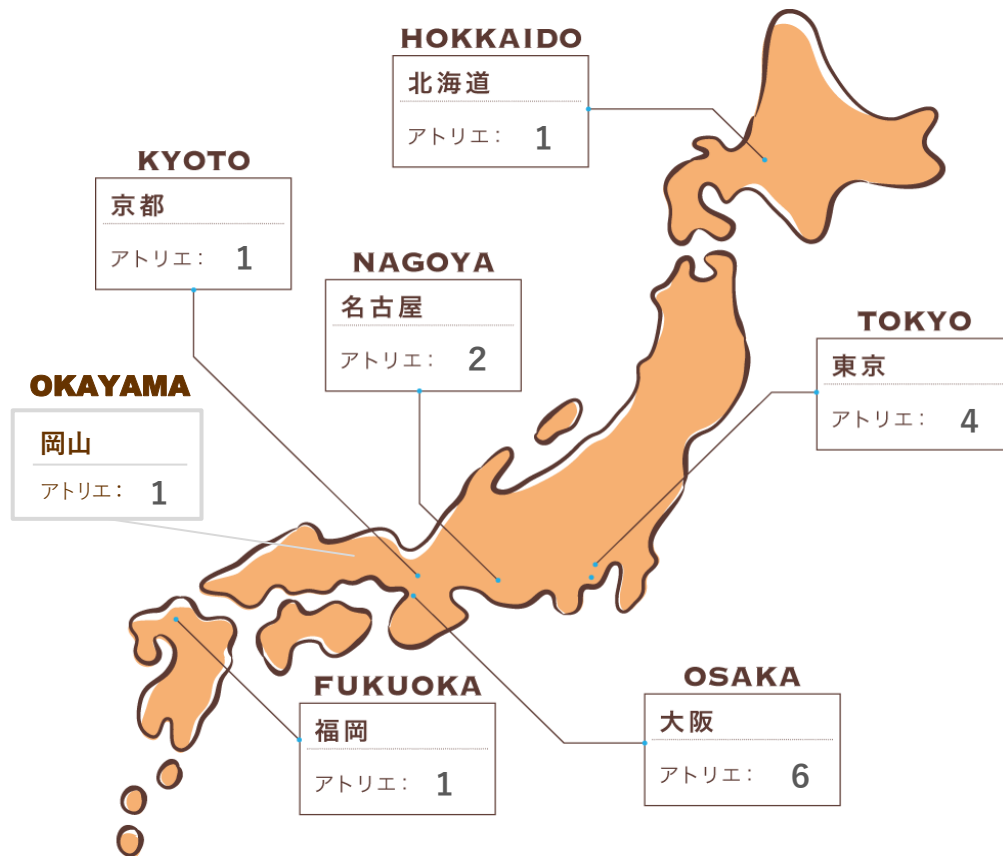


AREA	
TOKYO 6 KANAGAWA 2	ISETAN Shinjyuku Nihonbashi Mitsukoshi Ginza Mitsukoshi Ikebukuro Tobu Yokohma Takashimaya Ooi Hankyu Odakyu Shinjyuku Lazona Kawasaki
NAGOYA 2	Nagoya Fushimi Midland Square Nagoya
OSAKA KYOTO OKAYAMA 9	Dojima Honten (Flagship) Higobashi Hankyu Umeda Dimaru Kyoto Abeno Harukasu Kintetsu Factory Salon de Mon cher Shinsaibashi Daimaru Umeda Okayama Merci Mon cher
SAPPORO 1	・ Daimaru Sapporo
HAKATA 1	・ Hakata Hankyu



14 KITCHENS (DOMESTIC)

To sell our cakes fresh, we locate kitchens within one hour from each stores.



AREA	
TOKYO 4	Kiba Atelier Kasai Atelier Oku Atelier Nihonbashi Mitsukoshi Atelier
NAGOYA 2	Nagoya Atelier Midland square Atelier
OSAKA KYOTO OKAYAMA 6	Central Kitchen Dojima Flagship Atelier Higobashi Atelier Shinsaibashi Salon Atelier Daimaru Kyoto Atelier Okayama Merci Mon cher
SAPPORO 1	・ Maruyama Kitchen
HAKATA 1	・ Hakata Atelier



World Wide Expansion

We extend the sales area to overseas, growing in the pivotal cities, with central kitchens nearby the stores.



AREA	LOCATION	
<p>KOREA</p> <p>Store 18</p> <p>Kitchen 3</p>	<p><DEPARTMENT></p> <ol style="list-style-type: none"> 1. Shinsegae Kangnam 2. Shinsegae Myeong-dong 3. Shinsegae Centumcity Busan 4. Shinsegae Daegu 5. Shinsegae Kyong 6. Hyundai Apqujeong 7. Hyundai P'an'gyo 8. Hyundai COEX 9. Shinsegae Dongdaegu 10. Hyundai MokChun-ho Jomu 11. Hyundai Chundon <p><CAFFE></p> <ol style="list-style-type: none"> 12. Galosugil 13. GFC 14. San'am DMC 15. Dongbaeg 16. Sonjonrun 17. Park Hotel 18. Byorune <p><Kitchen></p> <ol style="list-style-type: none"> 1. SEOUL SENTRAL KITCHEN 2. Shinsegae Dongdaegu 3. Busan Mon cher & Croce 	
<p>Shanghai</p> <p>Store 4</p> <p>Kitchen 2</p>	<ol style="list-style-type: none"> 1. SWFC Tower Salon de Mon chouchuo 2. Jiu Guang 3. Metro City 4. Honqiao <p><Kitchens></p> <ol style="list-style-type: none"> 1. SWFC Tower Kitchen 2. Shanghai Central Kitchen 	
<p>Hong Kong</p> <p>Store 1</p>	<p>Hong Kong Sogo</p>	

Branding Strategy ブランド戦略

Our Pride and Accomplishment

モンシェールの偉業と宝

《 DOJIMA ROLL 》



渦巻き型のロールケーキを、たっぷりクリームを包んだ
ひと巻き型のロールケーキに変えたパイオニア。

We've changed the old-style multiple layer rolled cake to
single layer for you can enjoy the rich cream.

「日本にロールケーキブームを巻き起こした！」
We are the pioneer of the new roll cake trend!

《 CREAM 》



生乳の香りが広がる後味のよい生クリームに変えた。
We've created the airy light and rich milky cream.

「日本の生クリームの嗜好を変えた！」
We've changed the taste and perception of cream
in Japan!

Two Things We Never Compromise

1.It's the only one “Original Fresh Cream” made with Hokkaido Milk.

Our fresh cream, used on our handmade cakes, is absolutely our original, milked in Hokkaido, and the only one in the world made for only Mon cher.



(韓国、香港に毎週2回空輸し、日本の美味しさを世界に届けている)

We air-transport the cream to Korea and Hong Kong with same quality.

2.We deliver fresh cake to our stores within less than one hour.

To Keep the “Freshness” and “Deliciousness”, we avoid the mass-production, and carefully make the cakes one by one at kitchens nearby our stores.



(キッチンは店舗から 1 時間以内の場所に構え、新鮮なケーキを届けている)

Our kitchens are located within one hour range from stores.

Concepts and Brands

モンシェールのブランド戦略



Patisserie Mon cher



Rivage Mon cher



Baby Mon cher



Famille

モンシェールのブランド戦略

①



Patisserie Mon cher

Location : In the local best department stores, Business area.



Target: Female 20~50 years old
Male 30~60 years old

Concept : Elegant, Trust, Standard

Characteristics : Our Primal brand, High Quality, Artisan



Occasion : Gift either formal and casual , Business, Self-gift.

Main Product : Dojima Roll, Giftbox.

②



baby Mon cher

Location : In the local best department stores

Target: Female 20~40 years old

Concept : Smile and delightfulness, joyful as enjoying in amusement park.



Characteristics : For ladies and kids.

Occasion : Small gift, Celebration, Birthday party.



Main Product : Hart financier, Father pie.

③



Rivage Mon cher

Location : Easy Transportation access and convenience.

Target: Female 10~40 years old
Person who is active and naturalistic.

Concept : Natural and heathy.

Characteristics : Organic, natural, healthy, and healing.
Occasion : In the everyday life.



Main Product : Salad, Sandwiches, Omelet, Fruit tea.

④



FAMILLE

Location : Supermarket, Convenience store.

Target: Family , dessert for 10~50th female and male.

Concept : For the joyful moments of family gathering.
Arrange-able with your favorite ingredients



Characteristics : Less expensive but high quality.

Occasion : Everyday-dessert.



Main Product : Honey Sweet cake, Lemon Cheesecake

Brand ① Patisserie Mon cher



Location : In the local best department stores, Business area.

Model Type : Department Kiosk / Salon / Stand Alone

Target: Female	20~50 years old
Male	30~60 years old



Concept : Elegant, Trust, Standard

Characteristics : Our Primal brand, High Quality, Artisan

Occasion : Gift either formal and casual , Business, Self-gift.

Main Product : Dojima Roll, Giftbox.

Strategy : Setting up flagship stores in primal cities and penetrate with the high brand concept.

Brand ① Patisserie Mon cher



Please enjoy the gorgeous quality moment with the atmosphere of classical patisserie and salon in Paris



DOJIMA STORE(Stand-Alone Model)



UMEDA HANKYU (Department Kiosk Model)



NAGOYA Midland Square (Salon Model)



SHINSAIBASHI STORE (Salon Model)



SHINSAIBASHI STORE (Sales Area)



SHINSAIBASHI STORE (Salon Area)

Brand ① Patisserie Mon cher



《 We provide the high-end trusted sweets you'd love for good.》

永く愛される”信頼ある上質なお菓子をご提供します



Brand ① Patisserie Mon cher

《 We serve the elegance and high-end moment to you 》

格式高く優雅なひとときをお届けします。



Brand ② Baby Mon cher



Location : In the local best department stores

Model Type : Department Kiosk Model

Target: Female 20~40 years old



Concept : Smile and delightfulness as enjoying in amusement park.

Characteristics : For ladies and kids.

Occasion : Small gift, Celebration, Birthday party.

Main Product : Hart financier, Father pie.

Strategy : EC and catalog sales market.

Brand ② Baby Mon cher

《We Joyful cake shop like you'd enjoy the “amusement park”♪》

“楽しい遊園地”を思わせる遊び心いっぱいなスイーツ店♪



Brand ③ Rivage Mon cher



Location : Easy Transportation access and convenience.

Model Type : Café model

Target: Female 10~40 years old
Person who is active and naturalistic.

Concept : Natural and heathy.

Characteristics : Organic, natural, healthy, and healing.
Occasion : In the everyday life.

Main Product : Salad, Sandwiches, Omelet, Fruit tea.

Strategy: Penetrate into the everyday-life market with cozy Café style and dining-in.

Brand ③ Rivage Mon cher



《 Comfortable and relaxing space with food and sweets you'd forget about time passing . 》

スイーツ・フード・空間の持つ価値を融合させた、時間を忘れるほどの心地よさをお届けします。



Brand ④ FAMILLE



Location : Supermarket, Convenience store.

Model Type : No Store Retail Products only

Target: Family , dessert for 10~50th female and male.

Concept : For the joyful moments of family gathering.
Arrange-able with your favorite ingredients

Characteristics : Less expensive but high quality.

Occasion : Everyday-dessert.

Main Product : Honey Sweet cake, Lemon Cheesecake

Strategy: Low price for the Wide range sales channels.

Brand ④ FAMILLE



《 With good sweets and comfortable price, blissful moments for your preciouses ♪ 》

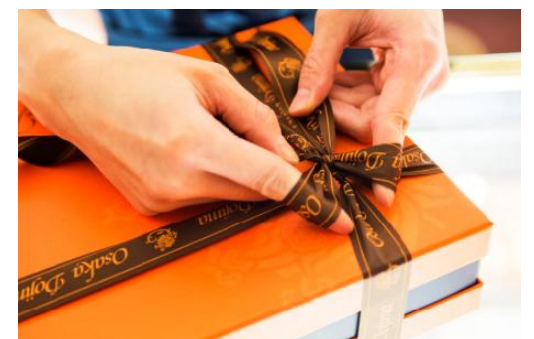
手に届くスイーツで、大切な人に幸せなひと時を♪



The Value We Provide 提供する価値

モンシェールが提供する価値 The Value We Provide

1. The best brand developed in Japan with “the best quality in the world “
2. The popular and reliable brand with the stores in the primal cities and departments.
3. More than 10 year oversea know-how with actual business bases in Hongkong, China and Korea.
4. Popular main product as “Dojima roll” and gift-boxes with orange color.



Strategy and Channels 計画・販路

お客様との接点を網羅する“5つの販路”

The “Five Sales Channels” to connect with customers

5つの販路 The Five Sales Channels

1. 店舗販売 Store Sales
2. 営業販売 B to B Sales
3. 催事販売 Promotion Sales
4. 展示販売 Exhibition Sales
5. 通信販売

Catalog and On-line Shopping Service

スイーツビジネスは、複数の販路をもつことで売上が拡大し、競合優位性も高まります。販路の充実により、ビジネス規模は果てしなく

拡大する可能性を秘めています。

To hold the multiple sales channel, we can take advantages and opportunities for the business development

1. 店舗販売 Store Sales

Store sales is the basic channel. With the face-to-face sales and communication to the customers, it can create the tangible branding.

～ 販売の基本である自社店舗で販売する お客様と直接触れ合うことで、店舗空間・商品・サービスを提供し、ブランド構築の場となる販路。

1) 自社運営店舗

Company own stand-alone store

- ◎ can establish and penetrate the steady branding
- ◎ can make regular guests and big fans.
- ◎ can make differentiation.
- ◎ can make high profit



2) 百貨店・商業施設店舗

In Department and shopping mall

- ◎ The facilities gather and collect the costumers.
- ◎ can take the facility guest with high frequency.
- ◎ can take the good eager-to-buy guests.



2. 営業販売（企業向け） B to B Sales to Corporations

～ 企業を対象にすることで継続的で売上規模を獲得できる販路。

The channel you can expect constant high sales volume on the approach to corporations.

ご利用用途 → **社員の福利厚生、記念パーティ会場でのお手土産、商談ギフトとして**

Occasion → **Staff Benefit Programs, Gifts for parties and business.**

- ◎ 商談（打合せ・電話・メール）で売上げにつながるビジネスを作ることができる

Communications as Email, phone, and face-to-face negotiations are the effective tools for the business and sales opportunity.

- ◎ 立地に関係なく、大きな収入を見込めるため売上規模を拡大できる

It's a high income channel and large sales can be expected without actual stores and facilities.

- ◎ 利益率が高い

High profitability.

- ◎ 受注納品のため、生産計画が立てやすくロス等が生じない

Predictable with pre-order scheduled bases without left over waste.

- 営業マン一人ひとりのスキル、待遇が大切なためしっかりと人材育成が必要

Training and tutoring of sophisticated skills are essential to “B to B” sales personnel.



3. 催事販売 Promotion Sales

～ 百貨店や商業施設、駅などの催事場で商品を販売する。

Promotion and Event Sales in Department Stores, Shopping malls, and Station area

→ 短期・長期催事、百貨店物産展、イベント会場催事

With Short and Long Term, Department Activities and Events.

- ◎ プロモーションによりファンを増やせる Much more effective than sales promotion.
- ◎ 催事で出店することで新たな売場開発など展開の可能性をさぐる Can find the possibilities of large sales development.
- ◎ 期間限定販売の魅力により集客力が高まり、認知度向上により既存店舗への来店につながる
With the promotional limited products call new customers and can expand the brand popularity.



4. 展示販売 Exhibition Sales

納品先の商品棚を使って自社商品を展示し、委託販売する。

To borrow the shelf space and sell the product without own sales staff.

- 鉄道の駅ナカ、空港、インターチェンジ等のお土産売り場での展開、
サブブランドを使った量販店での展開

In station areas, airports and highway Kiosks.

The sales expansion with secondary brands for volume sellers.

- ◎ 人件費をかけずに、安定した売上・利益が確保できる With low cost and stable sales.
- ◎ 水平展開しやすく販路を拡大しやすい Can support the sales channel expansion.
- ◎ スイーツ分野における展示販売の市場が拡大している The market of exhibition sales is growing.
- 販売手数料が高いため、利益確保できるよう商品開発する必要がある Needs to create high profit products because the high facility margin and high rent.



5. 通信販売 Catalog and On-line Shopping Service

ECサイトや通販カタログ使って商品を販売する。 By utilizing EC site and Catalog

→ 自社Webサイト、大手ECモール、百貨店カタログ等を利用した通信販売
Sales with own Web Site, Popular EC malls, and Department catalogs.

◎ ボーダレスに商品を届けることで売上拡大につながる重要販路
Easy to expand the sale without area boundaries.

◎ 紙媒体は掲載費のコストは高いが、お中元お歳暮などで
需要が高く売上げ額が大きい
Catalog sales costs paper and printings though ,
the one sale volume is large with the holidays and occasional.





Thank you!

ありがとうございます。

