

The Institute of Marketing & Distribution Research IDR

[Purpose of Incorporation]

The Institute of Marketing & Distribution Research or IDR for short is a non-profit, member-based foundation established in 1966 in order to contribute to the economic development of Japan and thereby improve the living standards of its people by studying the world of distribution and feeding back the findings to its members.

In order to assist our members in their search for distribution-related intelligence, our activities center around self-sustained fact-finding projects, along with consulting services, focusing on themes of common interest. In addition, we also address individual issues pertinent to each member, which would be identified as a result of such activities. Thus, we have established extensive track record in a variety of study areas.

We also enjoy close relationships with government agencies, municipalities and research institutes, for whom we have successfully conducted many commissioned research projects, earning their high regards.

In the face of rapidly advancing sophistication of IT utilization in and globalization of distribution, we hope that we will be able to further upgrade our research capabilities so that we can contribute to the sound growth of the Japanese economy through publication of our findings.

[Distribution in the Age of IT]

Globalization of distribution, e-Commerce, declining birth rate, aging population and legislative changes affecting retailing, urban planning and living environment are joining forces to bring about a sea change to the world of distribution in Japan. We are looking into the potential effects of these developments on distribution from the following points of view.

1. Management reform in the distribution industry.
2. Execution of services and marketing.
3. Evolution of new distribution businesses.
4. Growth of highly inspired small distributors.
5. Distribution system in the age of maker/distributor alliance.
6. Reconstruction of retail-support activities and channel strategy.
7. Evolution of chain-operation strategy.
8. Re-integration of global and Japanese-style distribution.
9. New transaction mechanism.
10. Vitalization of regional distribution, e.g. city planning.

Focusing on these aspects of distribution, we will vigorously promote our research projects and aggressively publish their results.

[Major Activities]

Regular Activities:

We are conducting following activities for our members on a regular basis.

1. Commemorative General Assembly Lecture and a Get-together (Once a Year).

At the General Assembly held in May each year, our members would decide on what they want. Then, we would listen to a lecture on the latest themes in distribution and promote a

consensus among the members in a get-together.

2. Publication of our house organ "Distribution Issues" (Quarterly)
This compactly edited quarterly bulletin discusses latest issues related to distribution.
3. "IDR Newsletter" (8 Times a Year)
This is an interactive medium for communications between IDR and its members. It will be available via e-mail or fax, in principle.
4. IDR Round-Table (4 times a Year)
This program provides the members with a forum to hear opinions of experts and/or regulatory bureaucrats on timely themes and promote personal connections.
5. New Distribution Business Study Forum (4 Times a Year)
Given the emergence of various new forms of distribution business, such as e-Commerce, this forum is aimed to discuss "must know" cases in a concentrated manner.
6. Special Lecture on Challenges in Distribution (Once a Year)
Taking place every spring-time, the lecture discusses the challenges in distribution and measures to deal with them.
7. Distribution Issue Academy (Once a Year)
Under the theme "Current Distribution Intelligence," the academy is held every autumn.

Major Projects:

We undertake the following projects, allowing the participation of our members at preferential admission fees.

1. Supervisor Training Program (Twice a Year)
This is a training course for distribution supervisor rearing offered to our members since 1999 in collaboration with the Voluntary Consultant Center (VCC) which has provided the service for 30 years.

2. Distribution On-site Study Seminars

1) Overseas Distribution Study Tour

This tour is intended to provide the participants with an access to the technical aspects of distribution in advanced countries. It is also suited for beginner training.

2) Domestic Distribution Study Tour

On this tour, participants would have direct feedback from the top distribution executives and inspect distribution at work on site.

3) Commissioned Research and Consulting Activities on Behalf of Manufacturers and Distributors – Customer-based Marketing and Distribution Management Reform

1) Distribution Management Reform Support

2) Development of New Distribution System with an Eye on Service Process Improvement

3) Strategic Distribution Planning

4) Establishment of Strategy for Chains, such as VC and FC

5) Education of Distribution Supervisors and Other Human Resources

6) Development of New Retail Patterns and Distribution Businesses

7) Establishment of Sales Strategy and Reform of Distribution Channel Policies

8) Planning and Implementation of Overseas/Domestic Distribution Inspection and Training Program

9) Development and Diagnosis of Integrated Commerce

10) Others

4. Projects Commissioned by Government Agencies and Municipalities

In addition to businesses, we also undertake commissioned studies on behalf of government agencies and municipalities. They include: distribution policy development, new distribution business patterns, new distribution systems, international comparison of distribution, city planning, commerce integration, distribution

channel development of local products, etc.

5. Seminars and Study Sessions

We hold seminars and study sessions on timely themes. They include marketing strategy seminars, distribution channel strategy seminars and specialty store management study meetings

[Organization and Operation]

Organization and Operation of IDR:

The IDR is a non-profit foundation comprising “members” sharing the purposes of its incorporation. Its operation is funded primarily by the voluntary membership fees, while being supplemented by the proceeds from commissioned research projects and other activities.

The IDR is being managed in accordance with its Articles of Incorporation as well as the general consensus of its members. The General Assembly composed of all members is in the position to make strategic decisions, while the Board of Directors is responsible for day-to-day operating decisions.

[Membership and Membership Fee]

There are two classes of membership, regular members and special ones. The former represents corporate and individual members who share the purposes of the IDR and vigorously participate in its operation and management through joint research projects. In the meantime, special members consist of people of learning and experience, who are especially entrusted by the IDR’s Chairman. The membership fee is ¥5,000 per share per month for a regular individual member, while a corporate member is required to contribute more than two shares a month.

[Organization]

The IDR is being managed by the general consensus of its members. While its General Assembly comprising regular members serves as the highest decision-making body, the Board of Directors and the steering committee are responsible for the execution of day-to-day business.

[Secretariat]

Staffed with professional full-time researchers, our Secretariat is dedicated to vigorously promote self-sustained and commissioned research projects. In addition, wherever necessary, it entrusts projects to external experts at universities or research institutes as fellows in order to jointly conduct sophisticated researches.

[Membership Application]

Please fill out the membership application form attached to this brochure and mail it back to the IDR. No entrance fee needed.