



# FC Concierge

## About Us

Leading consulting institute for research, analysis,  
Evaluation and rating of franchise business.

**Franchise Research & Strategy Institute Inc.**

*Akihiko Uchikawa Style Franchise Consulting*  
*Gained from hands-on experiences for over 46 years.*



President / CEO  
**Akihiko Uchikawa**

#### **Management Principle**

We would like to popularize and promote authentic franchise business to small and medium sized retail, food service and service industry enterprises and aim at improving and developing their management in accordance with our corporate principle and philosophy.

All of the people who sympathize our mission and objectives shall gather and take part in our activities and form their network taking advantage of connection economy. We wish to turn trade into a science and contribute to society.

#### **Brief history of Akihiko Uchikawa, President and CEO of FRSI**

##### ■ **16 years of field experience at the Franchise Business**

- Joined the Seibu Department Stores Co., Ltd. Temporarily transferred to Dunkin' Doughnuts Japan, held post of Store Manager at the first outlet in Japan, Supervisor and Area Manager.
- Joined Lawson Inc. which is the 2<sup>nd</sup> largest CVS chain in Japan, held post of General Manager of Commodity Division, General Planning Division, Operating Division, Development Division, PR & Sales Promotion Division. Chief Administrator of newly introduced CI and held various posts successively.

##### ■ **Consulting business for 30 years**

- Established Franchise Research Strategy Institute, Inc. and took presidency of the FRSI for 20 years. Prior to establishing FRSI engaged in consulting for 12 years.  
Engaged in consulting for 30 years in total and undertook consulting of more than 300 corporations.

##### ■ **Consultation with the 7-Eleven Taiwan for 8 years**

- Improved the infrastructure of Franchise HQ and built up the foundation for rapid expansion of the chain, starting from 500 outlets and reached 3,000 during the contract period.

##### ■ **Executive officer of the Japan Franchise Association**

- Held post of the service manager assisting the association members for 10 years and of the Counselor at the Franchise Counselling Center for 17 years. (In service)

##### ■ **Certified instructor of METI's Trade and Investment Promotion Business and a member of the policy dialogue**

- Deliver lecture for managerial officials of national and local governments in emerging countries of south-eastern Asia, in charge of distribution policy, specialists, distributors, industrial groups, top-level executives of related industries on the Japanese distribution industry, especially covering the structure, current situation and issues of Franchise business.

■ **Sole partner in Japan with worldwide research companies in relation to the Franchise business (In service)**

- Gerson Lehman Group of New York
- Third Bridge (former Cogno Link) of London
- Guide Point Global of New York

■ **Board member of a listed company for twelve years**

- Appointed as a director for eight years and as a full-time auditor for four years.

■ **Recent Representative Lectures**

- October, 2017 Scheduled to conduct a 5-day education and training program for government officials and executive businessmen in Myanmar (for the second year in a row).
- June, 2017 Deliver lecture to government officials and FC industry participants in Hungary, Romania and Ukraine, at the request of JETRO.
- June, 2017 Deliver lecture to government officials and FC industry participants in Brazil and Chile, at the request of JETRO.
- March, 2017 Deliver lecture to government officials and FC industry participants in Mexico and Cuba, at the request of JETRO.
- February, 2017 Deliver lecture at the seminar on the subject of training course for the Myanmar's food service industry, organized by METI.
- January, 2017 Deliver lecture at the seminar on the subject of training course for Myanmar's distributors, organized by METI.
- December, 2016 Deliver lecture at the seminar on the subject of training course for Vietnamese distributors, organized by METI.
- November, 2016 Deliver lecture at the seminar on the subject of training course for Indonesian distributors, organized by METI.
- November, 2016 Conduct 5-day education and training program for government officials and executive businessmen in Myanmar.
- October, 2016 Deliver lecture at Care-Medical Industry Exhibition & Conference 2016.
- September, 2016 Deliver lecture to government officials and FC industry participants in Poland and Czech Republic, at the request of JETRO.
- June, 2016 Deliver lecture to government officials and FC industry participants in Brazil and Chile, at the request of JETRO.
- March, 2016 Deliver keynote lecture at Japan Int'l Franchise Show 2016 organized by Nikkei, Inc.
- February, 2016 Deliver lecture at the seminar on the subject of training course for the Myanmar's food service industry, organized by METI.
- January, 2016 Deliver lecture at the seminar on the subject of training course for Myanmar's distributors, organized by METI.

**Many other lectures at Local government, Chamber of Commerce and Industry, Franchise Headquarters and various organizations.**

## **Extraordinary strong points of Akihiko Uchikawa**

1. **As a leading expert of the Franchise Industries, gain hands-on experiences for over 46 years.**

Undertake consultation with over 300 Franchise corporations.

Build up over 150 Franchise Headquarters.

2. **Counselor in charge of the Franchise Counselling Center in the Japan Franchise Association and the number of consultation exceeds 3,000 cases.**

Familiar with real situation of the established Franchise HQ of JFC association member.

Knowledgeable about conflicts between Franchise HQ and member stores, and also know everything about problems and issues of Franchise HQ.

3. **More knowledgeable than lawyers about Franchise laws and regulations.**

**Support drafting the trouble-free Franchise agreement.**

A formulator drafting the revision of Small and Medium-sized Retail Business Promotion Act of 2002. Review every Franchise Agreement executed by the associate members of the Japan Franchise Association.

4. **Able to assist to develop authentic Business Model and Franchise Package.**

Profound experience gained from proven consultation for wide variety of business types and business models including the Retail industry, the Food service industry and the Service industry.

5. **Only in-house franchise specialists engage in consulting services with no subcontractors involved.**

Franchise specialists including former employees of the Japan Franchise Association will develop a tailor-made Franchise Package which will fulfill expectations of every client.

6. **Extensive consulting experiences in overseas markets and strong networks established.**

The number of business trips to the USA, home of the Franchise, reached more than 50 creating human networks. Also established strong human networks in emerging countries in Asia and continuously promoting Franchise business relationships.

7. **Thorough knowledge about the employee franchise system.**

**Build up the employee independence system at many companies.**

While served in Lawson Inc., Mr. Uchikawa worked out and launched the Franchise owner outsourcing system which is the first case of the CVS industries.

He also built the employee franchise system at the well-known beauty shop chain and expanded outlets from 17 shops to 200 in 8 years.

8. **Good track record to develop and build a new business model in a major convenience store company.**

### Site location evaluation system

Mr. Uchikawa made the final decision for developing more than 1,000 outlets at Lawson Inc. as a general manager of the store development division based on the know-how to evaluate, analyze and select a right site and premises.

### Merchandizing system

Develop the world's first parachute wrapping for a rice ball. Manufacture and sale of the Rock ice. Develop a purchase channel of books and a utility bill payment system. Many other track records.

### Logistics system

Create the basis of the logistics system for CVS including delivery in small quantity and in separate temperature zones.

### Supervising system

Create a supervisor system to give continuous guidance and advice to franchisees.

### Education and training system

Mr. Uchikawa has been serving as an instructor for 18 years since the opening the supervisor school in the Japan Franchise Association, the concept of which is totally different from that of an ordinary employee training system. The school emphasizes human education in order to realize dreams and hopes through daily work.

### Management Information system

While served in Lawson Inc., Mr. Uchikawa was responsible for developing a CVS information system. Mr. Uchikawa guided and supervised Casio Computer Co., Ltd. to develop the New POS system. He also engaged in developing information systems of many types of business.

## **1 Consultation for designing and restructuring of Franchise Headquarters**

FRSI can provide a wide variety of consulting services in building up Franchise Business. FRSI will assist you in designing a business category of a standard business model, organizing Franchise Headquarters and recruiting Franchisees.

1. Assess a potential of your franchise chain.

2. Support developing a business package for a prototype shop.

3. Support designing and creating a franchise package for the headquarters.

4. Support designing and creating a franchise system.

5. Support formulating a business plan for the headquarters.

6. Support education and training of HQ staff.


7. Support creating a marketing plan for recruiting Franchisees.



## **2 Consultation for Employee franchise system or In-house franchise system**

Rewarding such a long-service employee as is promoted from a shop boy to an assistant manager and a general manager, a merchant family of olden days in Japan used to have an employee independence system, or a system of transferring goodwill to its employees.

FRSI modernizes and uniquely redesigns it to the employee franchise system. If you wish to activate your outlets, prevent staff from leaving, or improve financial standing, we can offer the employee franchise system as the most effective measure to galvanize your chain operation.

1. Design entire process of the employee franchise system.
  2. Create the new personnel system.
  3. Create the new training and education system = Presidential academy.
  4. Criteria of selecting target business category and target outlets.
  5. Simulate a profit and loss statement of the store.
  6. Formulate selecting criteria or qualification of employees for independence system.
  7. Formulate a business plan for the employee franchise system.
  8. Formulate procedures for introducing the employee franchise system and launch the system.
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## **3 Consultation for education and training**

FRSI would provide tailor-made training and seminar programs to meet the needs or requests of individual companies, and those programs could be modified according to the hierarchy level of the company separately for management executives, recruiters, merchandisers, supervisors, store managers and part-time workers.

1. Hold seminars to broker and mediate overseas franchise headquarters.
  2. Organise and conduct seminars for studying overseas markets.
  3. Organise and conduct various types of seminars in Japan.
  4. Conduct education and training program for management executives.
  5. Conduct education and training program for supervisors.
  6. Conduct education and training program for store managers.
  7. Conduct education and training program for franchise owners.
  8. Conduct education and training program for various hierarchy of employees.
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## Corporate Profile of Franchise Research & Strategy Institute, Inc.

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Tokyo 160-0004, Japan  
Phone: 03-3561-7122 (Main phone number)  
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e-mail info@the-franchise.co.jp

CEO & President Mr. Akihiko Uchikawa

Established December, 1998

Capital 45,000,000 yen

Corporate November, 1997 Founded

history December, 1998 Established as a corporation  
June, 2001 Company name changed to the present one



**Free consulting for Franchise!!**

FRSI's consultants specialized in the franchise business will answer to any queries about Franchise absolutely free of charge.

Guide for Seminar  
FRSI regularly organize various seminars for any persons who wish to develop franchise business.

[www.the-franchise.co.jp](http://www.the-franchise.co.jp)

**Author of Uchikawa Akihiko**

[Growing HQ, Profitable Franchisees](#)

**Real story of The Franchise Business 7<sup>th</sup> Edition !!**

Publisher: Nikkei Inc.

[Guide for site selection and Practice of Merchandizing](#)

**Marketing Strategy of CVS, Single store and Local chain 4<sup>th</sup> Edition !**

Publisher: Business-sha Co., Ltd.



# Main consulting service record

## **Assist to organize, rebuild and operate Franchise headquarters**

### Retail Industry

Convenience Store

Retailer of work wear

Retailer of jewelry

Retailer of healthy food

Retailer of home custom build house

Retailer info-service of used car

Pharmacy

Drug stores

Hundred yen store

Retailer of rice and veggie from the farm

Retailer of home made rice ball

Process and sales of lunch box and daily dish

Bicycle shop

### Service Industry

Cleaners

Household cleaning contractor

Beauty shop

Barber's shop

Family hair saloon

Logistics and distribution system

Flower arrangement school

Stock Investment school

Pet owner school

Paint shop

Laundry delivery service

Bodywork saloon

Luxury brand hand bag shop

Auto repair service

Small fitness center

Large scale fitness center

Osteopathic clinic

Coin operated parking

Houseplant rental shop

Luxury brand bag and shoe repair shop

Shoe repairer

English conversation school for kids



Private preparatory school

Music school

Japanese drum school

Transport Industry

Food Service Industry

Family Restaurant

Chinese Restaurant

Udon noodle shop

Genghis Khan shop

Ramen shop

Hot dog shop

Dipping noodle shop

Curry shop

Hamburger restaurant

Beer restaurant

Shabu Shabu restaurant

Sushi-go-around shop

Yakiniku shop

Tonkatsu (pork cutlet) shop

Izakaya shop (Japanese pub)

Japanese cuisine restaurant

## Contract organizations/Alliances

[Domestic]

Ministry of Economy, Trade and Industry Commerce and Information Policy Bureau

Consumer Affairs, Distribution and Retail Division

Ministry of Economy, Trade and Industry Commerce and Information Policy Bureau Service Affairs Policy Division

Japan External Trade Organization (JETRO)

Japan Franchise Association (JFA)

Nikkei, Inc

[Overseas]

Gerson Lehman Group of New York

Guide Point Global of New York

Cogno Link of London