

100-Yen Shops: Daiso



● Warm-up Questions

1. What things do you buy at a ¥100 shop?

2. Have you ever been to a dollar shop abroad? Can you compare these shops?

3. What products are too expensive in Japan?

4. Do you like to plan your future in detail?

VOCABULARY

● WRITE THE CORRECT WORD IN THE SENTENCES BELOW

every day products, billionaire, took over, bankrupt, debt, maximum purchase cost, ceramics, jars, satisfaction, business model, discount, cluttered, greedy, diligent

1. I like to buy _____ at a drug store near my home.
2. I have a lot of _____ because I just bought a castle.
3. This room is _____ with fans, cans, and hands.
4. I feel _____ when my students don't make any mistakes.
5. A: I want ALL of the cookies. B: Don't be _____. I'll give you one.

¥100 Shops

Hirotake Yano is the president of Daiso. His company sells every day products to bargain-hunting customers, and it has made him a billionaire.

Yano was born in Beijing, China in 1943, and he is the 5th son in his family. After the war, his family moved back to his father's hometown in Hiroshima. He was born Koro Kurihara, but changed his name when he married because "Yano sounds better than Kurihara for business."

At the age of 26, he took over his father-in-laws fishery business, but after 3 years, it went bankrupt. With 7 million yen of debt, Yano and his wife ran away to Tokyo.

"I have failed many times," he says, "and I thought that I could never succeed." He tried selling encyclopedias, but after 3 months, he quit. After working several jobs, he started selling products out of his car with his wife.

In 1977, he started Daiso, charging ¥100 for all of his products. Why ¥100? It took too long to put different tags on everything. At that time, only Yano and his wife ran the business.

When Daiso first started, it had to deal with some problems: customers thought its products were cheap and had low quality. At the

beginning, Yano had a maximum purchase cost of ¥70. He soon realized that if he increased it to ¥80, the quality of the products improved.

"We don't sell low-quality products," says Yano. Products come from all over the world. At Shibuya's ¥100 Plaza, you can find ceramics from Italy, glasses from the UK, France and Korea, jars from Austria, bamboo baskets from Vietnam and many items from China.

Yano says customers not only save money shopping at Daiso. "It's the value and the fun that customers can find with ¥100. They get mental satisfaction from their shopping experience," he explains.

Yano's business model is different than other ¥100 shops around the world. In other countries, discount stores often look dirty and cluttered. They are usually in poor areas. In Japan, we can find Daiso next to expensive department stores or shopping malls, filled with clean and interesting products.

Yano believes that Daiso is its biggest enemy and he runs the company in fear. He is scared of becoming greedy, which he says is the reason so many Japanese companies' have economic problems. He tries to keep his business model simple: think you are not the best, work hard and be diligent.

Talking Ideas

1. Why is it important to fail?
 2. Did you ever leave a job after a short time?
 3. Yano believes people get mental satisfaction from shopping at ¥100 shops. Do you agree?
 4. How is running a business similar to climbing a mountain?
 5. Are you an impulse shopper? How about a bargain-hunter?
 6. Yano's philosophy has always been to live from day to day. What is your philosophy on life?
 7. What do you think about men taking the wife's family name?
 8. Yano also believes many Japanese companies are greedy. Do you think you are a greedy person?
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Grammar Practice

Fix the sentences below. All of them have around 3 mistakes.

1. I was panicked when I realize that I forgot bringing my wallet.
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2. I am confused to buy for people when I trip to other country.
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3. Watch out wild customers. When she shops, she doesn't see another people.
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PREPOSITION PRACTICE

Fill in the blanks using: up, around, for, to, out, about, of, in, back, on, with, like

Write a proper preposition for each sentence. Sometimes, there is more than one answer.

1. That shirt looks good _____ you. Wear it _____ the party.
2. My favorite band is coming to Sapporo, but the tickets are sold _____. I can't go.
3. This bag is too expensive. I'm going to shop _____ _____ another one.
4. I found the bag _____ my dreams. I'll buy it _____ my credit card.
5. It's hard to pick _____ socks _____ my dad. He is picky _____ clothes.
6. That yellow shirt doesn't go well _____ your green hat. You look _____ a banana.
7. Why don't you try _____ this shirt. It matches _____ your hat.
8. Do _____ your coat. It's still winter here _____ Hokkaido.
9. These eggs are rotten. I'm going to bring them _____ to the store.
10. I sold my old car _____ a good price. Now I have lots _____ money.
Let's go shopping _____ a new pencil.

WRITING SENTENCES

1. bargain: _____

2. 5th: _____

3. failed: _____

4. satisfaction: _____

5. experience: _____

6. quality: _____
