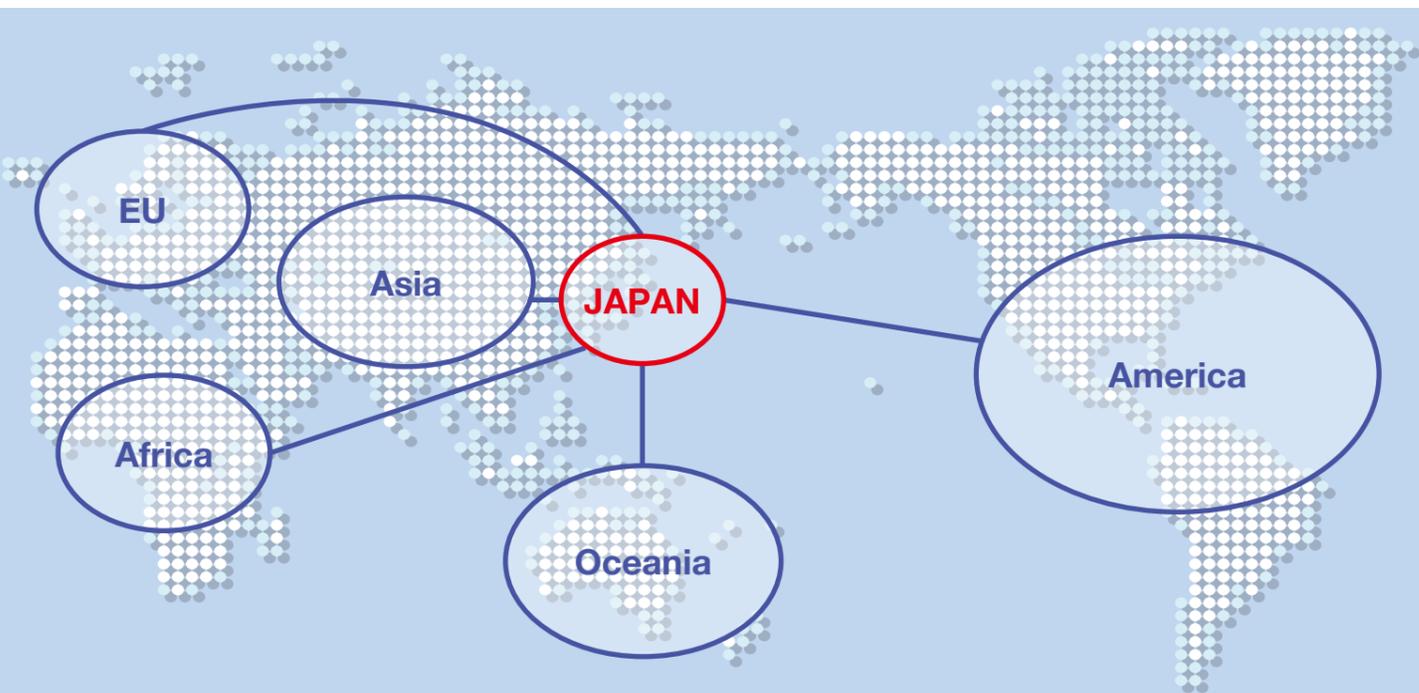
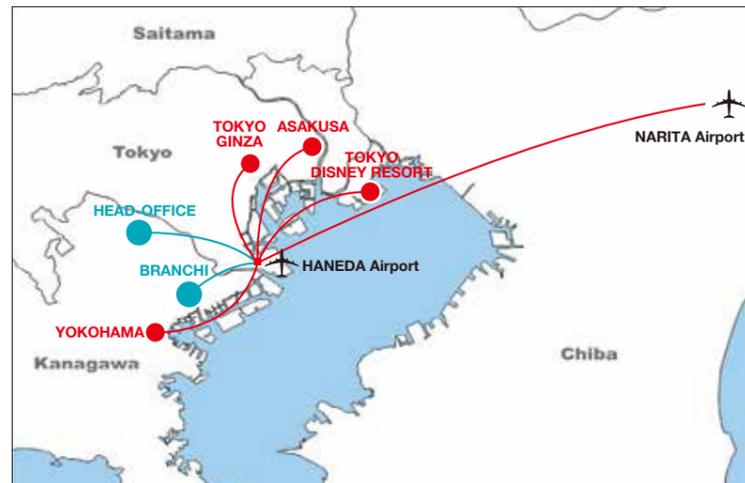


**We are kindly cooperate with every region of the world through "flowers".**



**Using good access for Tokyo and the airports, we can provide "fresh flowers" efficiently.**



**To our Head Office (Hokubu Ichiba)**

Place	Estimated time
Airport Haneda	1h 10mins
Airport Narita	1h 45mins
Tokyo Station	50 mins.
Yokohama	30 mins.

**We will keep challenging to make growers, sellers, also every consumers "HAPPY" with flowers.**

■ **Head Office**

Kawasaki North Market

Adress: 1-1-1 Mizusawa Miyamae-ku, Kawasaki City, Kanagawa Prefecture 216-0012 JAPAN  
Tel: +81 44 975 2714 FAX: +81 44 975 2765

■ **Branch office**

Kawasaki South Market

Adress: 3-126-1 Minami-Saiwaicho, Saiwai-ku, Kawasaki City, Kanagawa Prefecture 212-0016 JAPAN  
Tel: +81 44 548 6287 FAX: +81 44 522 3575

**For more information, please kindly access the website and send email below.**

Website: <http://www.kawasakikaki.co.jp> Email: [info@kawasakikaki.co.jp](mailto:info@kawasakikaki.co.jp)

Publisher Kawasaki City

**Kawasaki**

**Flora**

**Auction**

**Market**



**Kawasaki City Central Wholesale Market  
North Market Flower-section**

**Kawasaki City Local Wholesale Market  
South Market Flower-section**



# MESSAGE

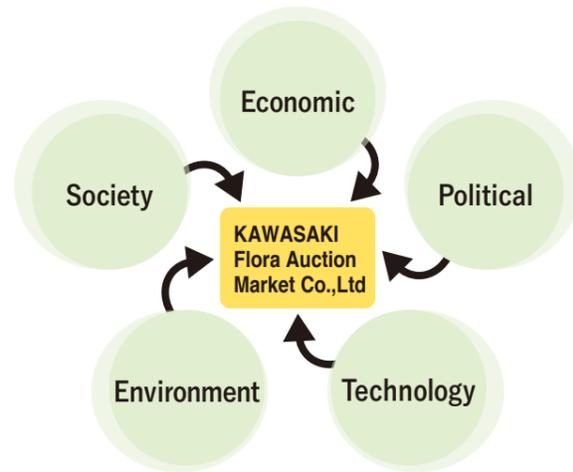
“Provide more fresh fine flowers to all the customers”  
**[ FLOWER BUSINESS ]**

Making the world bright and interesting is our job. We believe it contributes the society. All of the members of Kawasaki group have this idea and work with this idea. “What can we do for our goal?” We always remind it. The most important thing is to produce platform for flower trading, the platform which is fair and useful. We are the company to make true value chain that only we can make. That is to pass the spirits of producers to all consumers, every single scene of life with flowers of consumers to all producers. We are the company who always think and make actions. We will make revolution in the system of flower distribution and keep reminding the roles as wholesaler to aim for most pleasing company. “They are doing somewhat different, but everyone seems really fun!” Hope we hear such comments.

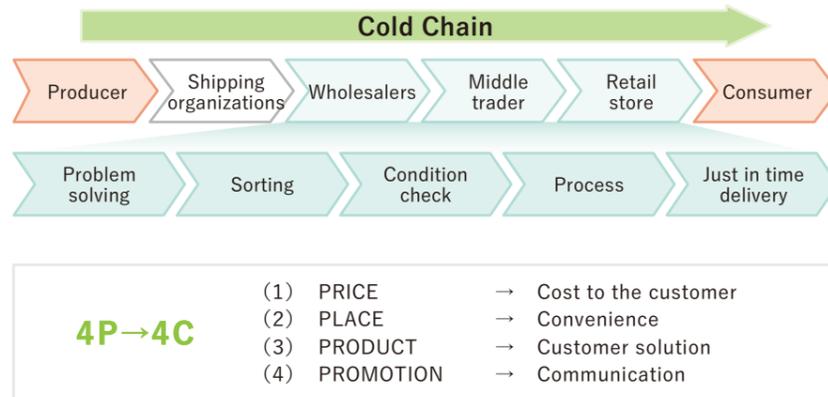


President  
 Takikazu Shibazaki  
 柴崎 太喜一

## SEPTEMBER Analysis



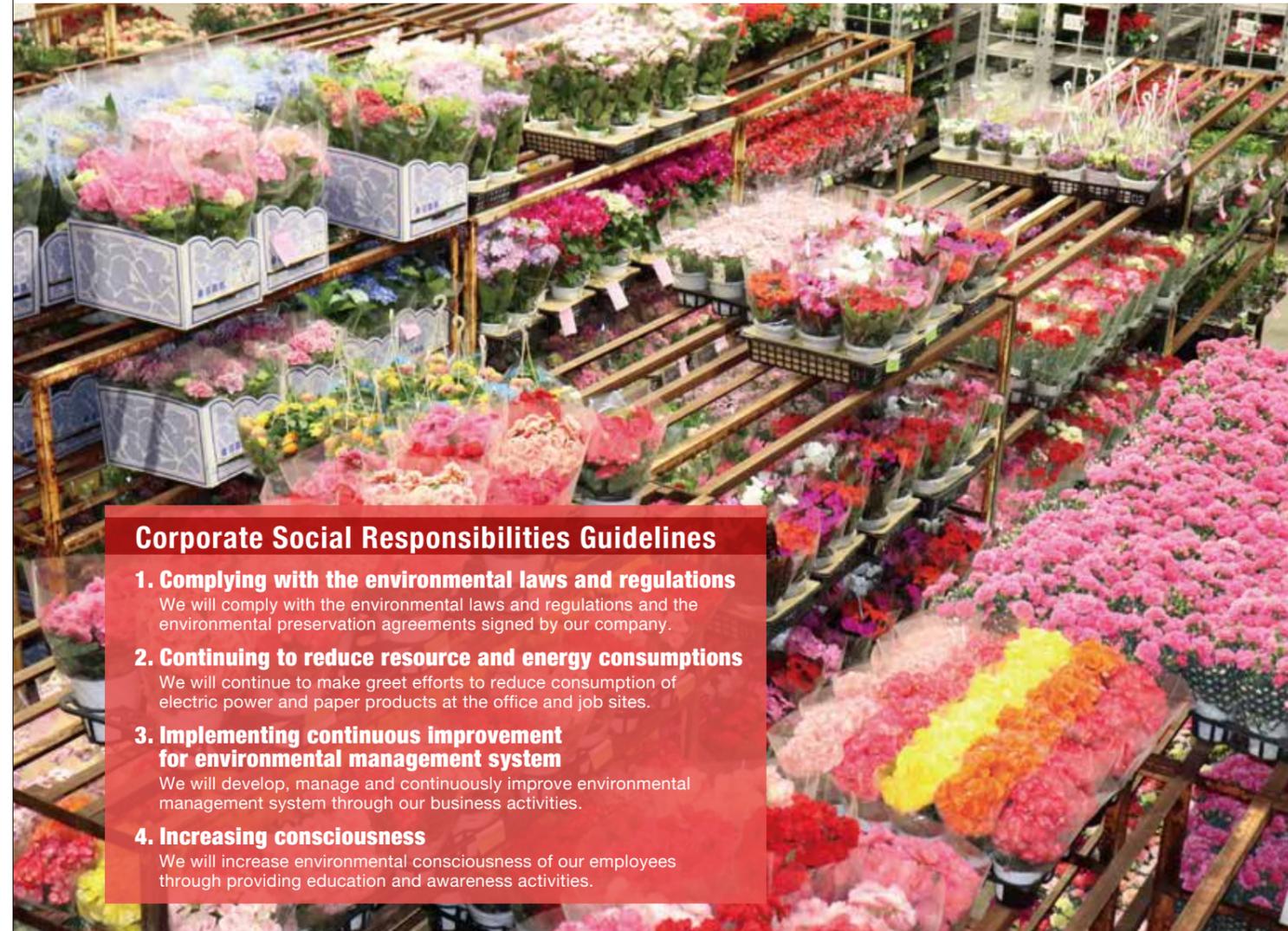
《 Considering from various perspectives 》



# ENVIRONMENTAL AWARENESS

Flowers - symbol of peace and prosperity. We believe flowers are a blessing of the nature that connects the human society and the nature world. It is Kawasaki's

mission to bring this blessing of the nature to the retail customers and consumers. It is also a critical mission of the flower industry as a whole to re-evaluate, develop and execute strategies to increase the environmental consciousness. We strive to bring joy and piece of mind to people through our flower distribution business while preserving the global environment and native ecosystem at the same time. “Contribute to the society while protecting and coexisting with the richness of the nature” – This is the aspiration Kawasaki strives for.



## Corporate Social Responsibilities Guidelines

- 1. Complying with the environmental laws and regulations**  
 We will comply with the environmental laws and regulations and the environmental preservation agreements signed by our company.
- 2. Continuing to reduce resource and energy consumptions**  
 We will continue to make great efforts to reduce consumption of electric power and paper products at the office and job sites.
- 3. Implementing continuous improvement for environmental management system**  
 We will develop, manage and continuously improve environmental management system through our business activities.
- 4. Increasing consciousness**  
 We will increase environmental consciousness of our employees through providing education and awareness activities.

# ABOUT US

## KAWASAKI FLORA AUCTION MARKET CO.,LTD COMPANY OVERVIEW

<Head Office>  
 Kawasaki City Central Wholesale Market North Market  
 1-1-1 Mizusawa, Miyamae-ku, Kawasaki City,  
 Kanagawa Prefecture 216-0012 JAPAN  
 TEL: +81 44 975 2714 FAX: +81 44 975 2765  
 E-mail: info@kawasakikaki.co.jp



# BUSINESS STYLE

1. Provide distribution system equipped with our proprietary know-how
2. Offer valuable information derived from our reliable network of business partners
3. Establish a “Win-Win For All” relationship to benefit every partner along our value chain
4. Create synergies through our collaboration leveraging inter-connected information

Effective infrastructure connecting growers and retailers plays a key role in delivering superb flowers, in terms of quality and price, to consumers. At Kawasaki Flora Auction Market, we've developed a distribution network equipped with our proprietary know-how and enabled a “Win-Win for All” environment to consistently benefit every business partner along our value chain: growers, various associations and retailers. While optimizing efficiency, we strive to create a “people-to people” business network, which grasps voice of the partners and



clearly translates their care for others into future profits. For example, when providing retailers with information on the flower growers such as when, who, where, what types of flowers, and at what cost, we “sort and package” the information in a way best suited to the retail business. Consequently our retailer customers are content with our communication efforts, which have enabled them to stock efficiently and try new species that they were always interested in. From retailers, we receive real-time market insights such as “types of flowers consumers desire” and “types of flowers currently popular in the market” and forward it to our growers. The growers, in turn, translate the voice of consumers into profitable business practice by growing the flowers in high

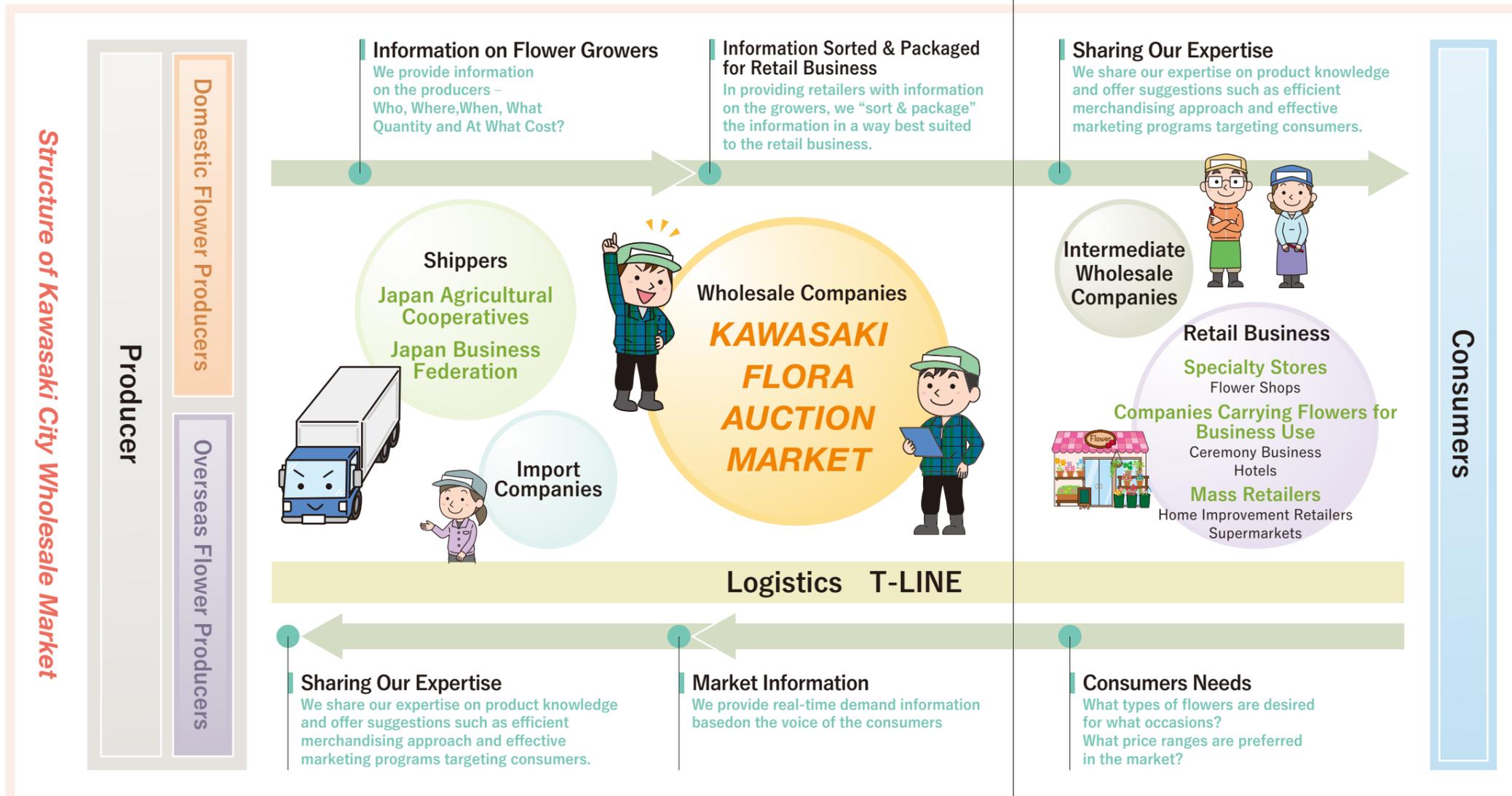
demand. We also share our expertise and offer suggestions to the growers on production approaches, which take the health of the soil into account, such as “growing Flower A after Flower B” to minimize a burden on the soil.” It is our mission to assist retailers in “creating a product mix appealing to consumers”. It is also our mission to assist growers with “an earth-friendly production approach incorporating timely market information”. We are confident that all parties would benefit from our business partnership. “New Generation of Wholesale Company” to provide optimal support to every business partner along our flower distribution value chain - it is the KAWASAKI we aspire to be.

# SALES STYLE

From customer's communication, we are trying to find their potential needs out and realize actively. We believe that flexibility can be a key to struggle to against the fast, newer trends. We emphasize the stable provides depending on customer's needs. We collect plants from every regional area in Japan and overseas. Especially, we provide the biggest quantity of Ring Chrysanthemum from popular the production group, JA Shinshu Suwa. We are glad to have this is the result from the each of our good trust.

For purchase, using Whole-seller and retailer's rich knowledges, we grasp customer's need smoothly. That fine consideration is well evaluated, and also getting many offers from the wedding companies. We research the sales performance from our shops, consult with customers, and even doing suggestion from the sales method to solve problems together. This whole support sales helps our improvement, too.

We also have a specific system to keep data depending on growers. This system made EDI capture possible today. It is useful to keep every information timely and inspect accurate transactions. Above all, Administrators always support the sales person and confirm the information consistently. Every our company staff cooperate and think about the customers kindly from the point of customer's view.





## OUR CONCEPT AND PERFORMANCE

As our concept, we keep trying to improve our quality of the products with growers, then, we provide the service to sell fresh and good flowers with fair price to every retailer, Mass retailers. That is the mission how the wholesale market should be.

In addition, we also do bouquet and flower arrangement for the customer's needs and requests. Those different variation of the products are good suggestion for every seller and giving them more chance for the transactions to sell. We make use of our experienced know-how and many years of cooperation with growers, providing the valuable products constantly. Then, we would like to be a good bridge for each of every people who are cooperating with us. We will never stop to keep efforts, push forward from now on, too.



### 【Main action at the branch office-Nanbu Ichiba】

■ Flower bouquet



■ Flower arrangement



■ Colored flower



## CHALLENGING

We do keep challenging for the improvements. At the same time, we also respect traditional techniques, customs. For example, we still do traditional origin of the auction -hand sign auction now.

To keep qualities well, we are using constant temperature storage to keep freshness at our branch of the market-Nanbu Ichiba. Also, built a greenhouse to keep specific plants like Phalaenopsis orchid etc.

Using easy access to the central city of Tokyo, logistics section independent to work these days. Then, they're working more flexible and trying to consult for customer's needs. We also have a good partnership as a group company.

We also have a French partner "Monceau Fleur" as a franchise company. It's a quite rare case to do collaboration with overseas in Japan. In France, flower is more familiar to the people in daily life. Monceau Fleur is a pioneer flower shop to start to provide more chances to the people to use in their daily lives. We impressed their idea and services. Then, started to share these ideas to Japan. Also doing collaborations to sell with growers, we will do more attempt to make every grower, every consumer happier.



## ENLIGHTENMENT FOR THE FLOWER EDUCATION

We collaborate and support the activities of NPO cooperation "Flower Club NanaYume".

They hold Kawasaki city's Flower educational lesson for the parents and kids. Also, having flower activities at the public and private schools, Elderly person facilities for every generations. We have 2 goals for this project. First, is to nurture the compassion through the flower. Secondly, we would like make people to feel the the beauty and imagination.

For now, we're receiving more than 50 of the offers every year. Participants always being happy after the activity and says like "Flowers made me healed", "It was fun", "I could feel familiar to the flower more than before."etc. Those comments are big encouragement to us. Thorough the activities, we would like to keep making more people to be with their lives, and love flowers as our ancestors were.

**Website :**  
<http://kawasakikaki.co.jp/npo-nanayume/>

**Contact :**  
 NPO Cooperation  
 "Flower Club NanaYume"

**Email :**  
[nana7yume2015@gmail.com](mailto:nana7yume2015@gmail.com)

