

マツモトキヨシ 中四国販売



Expanding group market share in the Chugoku and Shikoku regions

Matsumotokiyoshi Chu-Shikoku Co., Ltd. was established on October 1, 2012, to take over the drugstore business of Matsumotokiyoshi Co., Ltd. in the Chugoku and Shikoku regions, as well as the Harima region in Hyogo Prefecture.

In October 2015, with the aim of strengthening our commitment to the region and expanding our share still further, we absorbed and merged with LOVEDRUGS Co., Ltd., which had been our consolidated subsidiary, to extend our area domination. At our drugstores, we aim to be your local “family pharmacy” that provides health to each of our customers, rolling out the urban-style stores that Matsumotokiyoshi does best. We are working to offer stores that local people love through increasing our levels of convenience and specialization, and striving to make our stores into one where we are close to our customers. We strive hard for even higher levels of customer satisfaction and for employee satisfaction as well—we want our workers to be proud they belong to our company, and to find their work meaningful.

【Corporate name】

Matsumotokiyoshi Chu-Shikoku Co., Ltd.

【Address】1-20-32 Fukutomi-Nishi,

Minami-ku, Okayama-shi, Okayama 702-8031 Japan

【Phone】+81-86-265-4161

【Incorporated】October, 2012

<https://www.matsukiyo.co.jp/map/mk-chugoku>

Top Message



President
Takashi Mori

Earning the trust of customers and patients with professional community-based drugstores

Working toward area dominance centered on the Chugoku and Shikoku regions



Business Contents

Drugstores



We have suburban-type drugstores in commercial and residential areas, as well as urban-type stores around train stations and bus terminals. We value good communication with our customers, and always aim to give them the personalized service they appreciate.

Pharmacies



In Okayama Prefecture and the Harima region of Hyogo Prefecture, we empathize with patients, taking their point of view into account. Through close friendly relations with our customers, we can be sure they will continue to choose us.

Store Introductions

Matsumotokiyoshi Yamasaki Store



We have opened Matsumotokiyoshi stores and Love Drugstore in station buildings and shopping malls throughout the Chugoku and Shikoku area, and are enhancing our level of specialty focused on pharmaceuticals and cosmetics. Our stores in the suburbs are also fully stocked with not only H&B products, but also daily necessities and food in order to establish their roles as Lifestyle Stores that give a hearty welcome to the people in the community.

matsukiyoLAB Okayama Station B1 Store



Unique Approaches

Senior Card



We have introduced the “Senior Card” a point card for customers aged 60 or older, and is attracting senior citizen customer base with a high level of consumer confidence. In addition to regular

points, Senior Card holders receive points at the time they make purchases at the store, as well as additional points on the monthly “Senior Day.” Senior Card Service is available at all Matsumotokiyoshi stores (all locations in Okayama, Hiroshima, Tottori, Tokushima, Ehime, Kagawa, and Kochi prefectures and some locations in Hyogo) and Love Drugstores.

Love Drugstore Fukuda Pharmacy



We have opened stores with dispensing facilities and as stores nearby to hospitals. We are aiming at becoming the most approachable Family Drugstore within the community with our friendly and detailed counseling in order to attract patients suffering from ailments within the area.