

Small Retailing in The High-growth Era in Japan

Sachiko KITAYAMA

We have not had enough researches on the actual example of the small retailing until now.

This paper analyzes Kawatatu store, food and miscellaneous-goods retailer in Shiga prefecture with the internal document for the historical meaning of small retailers. The economic condition of Shiga Prefecture is analyzed first and then the storekeeping of Kawatatu store is done.

Kawatatu store was growing because Iwanosuke, the storekeeper of Kawatatu store, had a strong intention for growth and three management policies, which are the followings;

1. Making wholesalers compete each other for rational purchasing activity.
2. Increasing added value on goods or services with the cheap labor force.
3. Performing many kinds of sales promotion activities positively.

Then, its economic foundation was established in The High-growth Era. The family's members and others who were characterized by multi-function and long-hour working supported this economic foundation. However, Kawatatu store couldn't keep the effective labor force since 1970s, and closed in 1988.

Precedence researchers attribute great numbers of small retailers to economic growth in Japan. They say the small retailers decline because they didn't desire growth. However, that is not right. They desired to expand their enterprise. At least in The High-growth Era the economical independence was built.