




# MonotaRO Business

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**MonotaRO Co., Ltd.**  
[www.monotaro.com](http://www.monotaro.com)

# 1. Company Profile

MonotaRO means	<ul style="list-style-type: none"><li>• Maintenance, Repair, and Operation</li><li>• “The sufficient number of products” in Japanese</li><li>• Like “Momotaro,” fight against unfair-old distribution system</li></ul>	 <p>Image of “Momotaro” in Japanese folk tale</p>
MonotaRO Business	<ul style="list-style-type: none"><li>• Providing MRO products through Internet and catalogs, targeting small to mid-sized domestic manufacturers, which are not treated well by conventional retailers.</li></ul>	
MRO products	<ul style="list-style-type: none"><li>• Cutting tools/Safety products/Bearings/Fasteners/Industrial equipment (number of product SKU 22.9 million)</li></ul>	
Number of Customers	<ul style="list-style-type: none"><li>• More than 9.6 million</li></ul>	
Capital Stock	<ul style="list-style-type: none"><li>• 2,042 million JPY</li></ul>	
Number of Employees	<ul style="list-style-type: none"><li>• 3,468 including 1,405 regular employees (as of Jun. 30, 2024 consolidated)</li></ul>	
Head Office	<ul style="list-style-type: none"><li>• Kita-ku Osaka-shi</li></ul>	
Major Distribution Centers	<ul style="list-style-type: none"><li>• Kasama Distribution Center, Ibaraki Prefecture</li><li>• Ibaraki Chuo Satellite Center, Ibaraki Prefecture</li><li>• Inagawa Distribution Center, Hyogo Prefecture</li></ul>	

## 2. Strength

### After (MonotaRO)



#### One-Price Policy

- Same price to all customers on web site.
- Customers trust in open, fair, and proper prices and are free from bothers in asking quotes every time.

#### Efficient Sales through Internet

- Sales through internet, realizing economies of scale.
- Efficient promotions leveraging IT.

#### Database Marketing

- Replace sales representatives by utilizing huge data and with advanced database marketing.

#### Product Availability

- Selling about 22.9 million items; 659 thousand items are available for same day shipment.
- 568 thousand items out of “same day shipment products” are in inventory.

#### Private Brand and Direct Import Products

- Importing competitive products directly from overseas.
- Providing optimal selection of products including private brand, so that customers can choose the best one out of huge variety to meet their needs.

### Before (Conventional Suppliers)

- Different and unclear price to each customer

- Labor oriented, small and localized markets

- Sales based on experience of sales representatives

- Limited product availabilities

- Sell mainly expensive national brand products

# 3. Marketing

## 1. Customer Acquisition

- Search engine marketing (SEO and paid search)
- Sending direct e-mail, flyers, and faxes to prospects
- Broadcasting CM

## 2. Website

- Recommendations and personalized contents

## 3. Direct e-mail, Flyers, and Faxes

- Semi-personalized contents

## 4. Direct Mail Flyers

- Small batches of on-demand printed flyers with DTP

## 5. Data Mining and Campaign Management

- Promotions optimized by industry categories for more effectiveness and efficiency

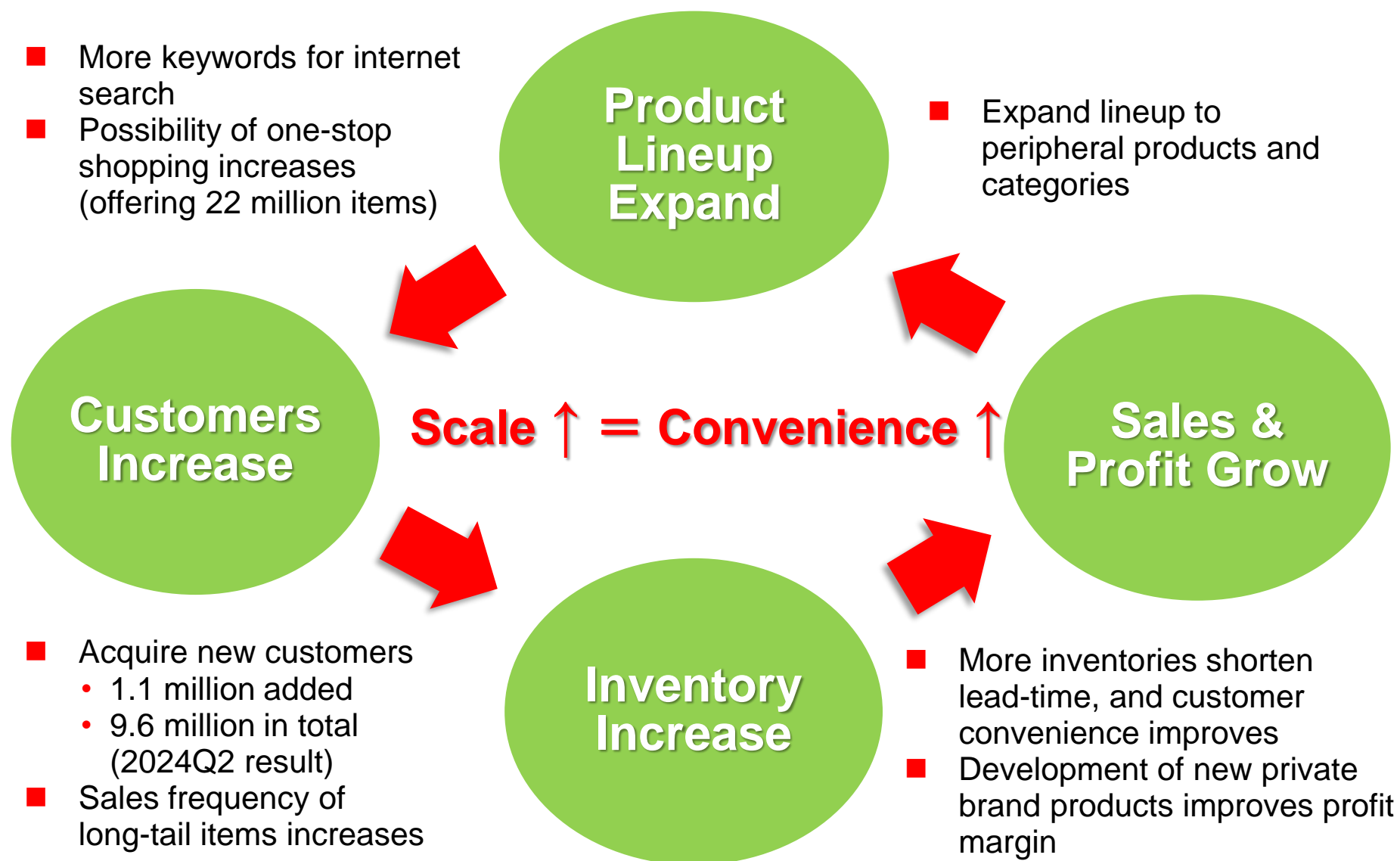


# 4. Procurement

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- Enhancement of Product Sources
  - Developing new suppliers and new products through various channels
- Direct Import and Private Brand Product Development
  - Higher margin with national brand quality maintained
  - Unique-competitive advantage

# 5-1. Growth - Development Cycle



## 5-2. Growth - Industrial Beachhead Expansion

2002	<ul style="list-style-type: none"><li>Started with small-to-mid sized manufacturing companies, iron works, metal works, and machine assembly companies</li></ul>
2008	<ul style="list-style-type: none"><li>Entered automotive aftermarket</li></ul>
2009	<ul style="list-style-type: none"><li>Entered independent contractor market</li></ul>
2010	<ul style="list-style-type: none"><li>Introduced laboratory products</li><li>Started US business with providing consulting service to Zoro Tools</li><li>Business with large corporations started to grow</li></ul>
2011	<ul style="list-style-type: none"><li>Established Tagajyo Distribution Center in Miyagi Prefecture</li></ul>
2013	<ul style="list-style-type: none"><li>Started South Korean business by establishing subsidiary NAVIMRO</li></ul>
2014	<ul style="list-style-type: none"><li>Established Amagasaki Distribution Center in Hyogo Prefecture</li><li>Expanded product lineup: agricultural equipment and kitchen equipment</li><li>Introduced "MonotaRO One Source" procurement system for large corporations</li></ul>
2015	<ul style="list-style-type: none"><li>Introduced medical &amp; nursing care equipment category</li></ul>
2016	<ul style="list-style-type: none"><li>Started Indonesian business by acquiring majority (51%) of PT MONOTARO INDONESIA and consolidated to MonotaRO Group in Q4</li></ul>
2017	<ul style="list-style-type: none"><li>Established Kasama Distribution Center in Ibaraki Prefecture</li><li>Introduced simplified and easy-installation system "MonotaRO One Source Lite" for large corporations</li><li>Closed Tagajyo Distribution Center</li></ul>
2018	<ul style="list-style-type: none"><li>Established real shop in Saga Prefecture for demonstration experiment</li><li>Product lineup SKU exceeded 17 million</li></ul>
2019	<ul style="list-style-type: none"><li>Product lineup SKU exceeded 18 million</li><li>Completed 2nd phase expansion of facilities at Kasama Distribution Center</li></ul>
2020	<ul style="list-style-type: none"><li>Number of Large Corporation Business customers exceeded one thousand</li></ul>
2021	<ul style="list-style-type: none"><li>Started Indian business in Jan. (IB MONOTARO, consolidated subsidiary)</li><li>Established Ibaraki Chuo Satellite Center</li><li>Number of accounts exceeded 6 million</li></ul>
2022	<ul style="list-style-type: none"><li>Established Inagawa Distribution Center (Phase 1)</li><li>Closed Amagasaki Distribution Center</li></ul>
2023	<ul style="list-style-type: none"><li>Established Inagawa Distribution Center (Phase 2)</li><li>Product lineup SKU exceeded 20 million</li></ul>



## **Contact**

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