



EXPLORING JAPAN

STUDENT EDITION, SEPTEMBER 2024

Class 7

Convenience Store Secrets Revealed



<https://halmek.co.jp/life/c/housekeeping/5840>



<https://sirabee.com/2023/02/06/20163019315/>

Seven-Eleven, a famous convenience store, has 21,327 shops in Japan. Its founder was Toshifumi Suzuki. The first is Seven-Eleven's current management style. Seven-Eleven operates a "franchise business" where the owner manages the store independently. Seven-Eleven Japan backs up store management. Seven-Eleven's "franchise business" is a "joint business" based on a clear division of roles between the franchisee and the head office and conducted as an equal partner.

The second is the future management style. The future management style is an "ethics program" that promotes granting bonus points equivalent to 5% of the sales price, excluding tax, to customers who purchase target products such as rice balls and bread approaching the sales deadline with Nanaco electronic money.

The convenience store industry focuses on PB products (private brands). In the past, it was enough for convenience stores to sell products manufactured by each manufacturer. However, the joint development of PB by convenience stores and manufacturers has brought great benefits to both sides. The manufacturer can operate the production line efficiently, and the seller can provide inexpensive products compared to conventional products by saving advertising costs. Each convenience store had launched on PB brands. For instance, at Lawson, they sell under Lawson Select. Similarly, it is

Seven Premium at Seven-Eleven, as is Famimaru at Family Mart.

Among the above convenience stores, it is known that Seven-Eleven has some strategic plans to have customers purchase their products. The first secret is that the products with the most significant number of users, such as lunch boxes and drinks, are deliberately far from the entrance. It's to have your eyes move before you get there. The second secret is that "products that tend to be bought on impulse," such as bread and desserts, are placed along the wall. I'm using a human correction of moving left-handedly along the wall. Various ingenuity is being made in this way. Here is some miscellaneous trivia that is utterly useless in everyday life. It needs four criteria to be completed.

1. Dealing with food and beverages.
2. The sales floor area is more than 30 square meters but less than 250 square meters.
3. Open for more than 14 hours a day.
4. a self-service vending shop.

In Japan, there are three major convenience store operators. The largest convenience store in Japan is Family Mart, with approximately 24,000 shops. In second place is Seven-Eleven, with approximately 19,000 shops.



<https://sirabee.com/2023/03/03/20163034612/>

Third is Lawson, with about 15,000 shops. Next is the definition of a convenience store.

By Kousuke Kanekawa,
Tsukane Inaoka, Koji Fukushi
Misa Nishimura, Rin Nishiyama

ENTERTAINER

The Hidden Charms of Japan

Senbazuru is a series of many origami cranes made of origami. Nowadays, it is often given as a visit to illness or injury. The origin of the thousand Senbazuru is that the women who were affected by the atomic bomb began to wish for recovery. The tea ceremony is in accordance with the traditional Japanese style. The master makes tea to the guests, and the guests receive the hospitality of the master and drink tea. In addition, there are various



<https://images.app.goo.gl/6fcpJzJj1xRcj1YP6>

rules for making tea, eating, etc. The kimono is traditional Japanese clothing worn until

Western cultures were adopted in the Meiji period. Its shape has changed in various ways over the



<https://images.app.goo.gl/VmW4VzRLnABH7ZH17>

years. It colors the appearance beautifully with gorgeous colors and brings out the inner depth. They are traditional sports in Japan. They are called Budou by the Japanese. Budou is the general term for judo, kendo, and so on. Long ago, Budou was used by samurai to protect their land in Japan. Currently, martial arts aims to train the mind and body.

By Ouga Kurihara, Hiroto Ito, Sakito Uryu, Kengo Ito, Sumire Amano, Cocoro Sato

Anime BGM: Emotions and Atmosphere Perfected

The BGM of Japanese anime is well thought out about the characters' emotions and the scene's atmosphere, so it is easy for everyone to empathize with them. Only with the wonderful BGM can you imagine the atmosphere of any scene in the anime, such as when it is in the climax, when the characters are crying, and when they are relaxed. In brief, Japanese anime reduces the number of frames used to create beautiful drawings, while foreign animation minimizes the number of detailed drawings used to achieve smooth motion. Compared to overseas manga, which often feature animal themes such as heroes and fairy tales, Japanese anime depicts various genres, including

pirates, ninjas, history, romance, and combat. There is a wide range of genres, from classics to science fiction and fantasy, and even scenes featuring Japanese food. Japanese manga and anime are popular overseas for various reasons, including the delicate drawing style, the use of appropriate BGM, and the



<https://animeanime.jp/article/img/2020/10/15/56931/362452.html>

wide range of genres that even adults can enjoy. Why don't you also experience Japanese other cultures?

By Aisaku Uematsu, Riku Hamada, Junsuke Hamanaka, Kaede Moriguchi, Rimia Wada



<https://mantan-web.jp/article/20200613dog00m200011000c.html>

Mastering Japanese Food Basics and Etiquette

We will teach you the basics of Japanese food here. First of all, it's a way to arrange it. White rice with staple food and rice with ingredients in front of your left hand, miso soup and clear soup in front of your right hand, fried chicken, steamed dishes, and grilled dishes of the main dish are in the back right. There are two kinds of side dishes, Japanese pickles and Aemono,

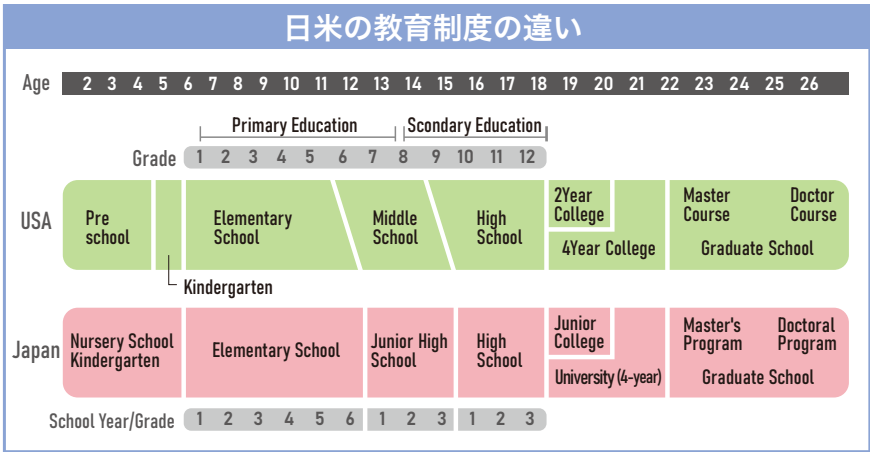
dressed vegetables, are in the middle, and the boiled food and salad are in the back left. Next is the order to eat. It is not limited to Japanese food but is an excellent way to eat with a light taste. The reason is that you can't enjoy the delicate taste. Next is how to hold chopsticks. First, with your right hand, pin the chopsticks around the middle and lift it. Next, put the palm of your left hand up, support it from

the bottom, and slide your right hand to the side. Then, you can return your right hand and move it down, remove your left hand, and hold the chopsticks correctly. Chopsticks are indispensable when eating like that, but you must be careful how to use them. Be careful how to use the wrong chopsticks. In addition, the order with tableware and tableware manners are also important, not chopsticks alone.

By Mana Hashimoto, Mii Marutani, Haruto Murano, Ren Nakajima, Ayumu Nakano



Japanese vs. American Education System



<https://www.us-ighthouse.com/life/daijiten/school-and-education-system.html>

The current Japanese education system is generally a 6-3-3-4 system, with six years of elementary school, three years of junior high school, three years of high school, and four years of university. Elementary school and junior high school are compulsory education. In the kindergarten, children are taught how to go to elementary school.

- “Characteristics of school life”
- The class to which the students belongs.
 - Everyone has their classroom
 - There is a staff room where the teachers gather
 - There is a school lunch
 - There are many events where students clean the classrooms and facilities
 - There are many events where the entire student body works together

• Shoe changes inside and outside the school
(There are uniforms and gym clothes *Varies by school)
“American Education System”
The system differs greatly depending on each state’s discretion. In addition to the number of compulsory years of elementary, junior high, and high school, each school district determines the curriculum, textbooks, and holiday settings. In the past, since the level of education varied by school district, many families chose the area to live in based on the level of education.
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district, many families chose the area to live in based on the level of education. In Japan, a grade is not repeated during compulsory education, so you can be promoted no matter how bad your grades are. Still, in other countries, you can’t be promoted unless you get a certain level of grades. The American education system is not unified across countries like Japan. Unified school districts or school districts operate public schools under the jurisdiction of each state, which determines the curriculum and teaching materials used.
For example, the compulsory education period differs by state, such as in California and New York from 6 to 16 years old, in Hawaii from 5 to 18 years old, and in Texas from 6 to 19 years old.
By Reo Suzuki, Toi Takeguchi, Ryusei Takebe, Ruri Nawano, Maori Nakabayashi

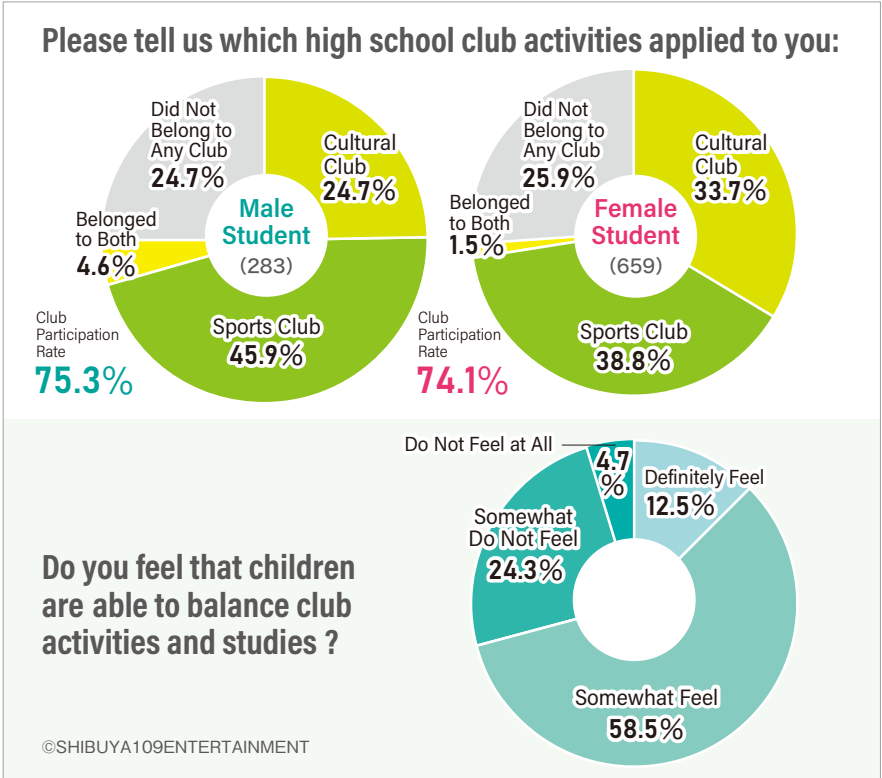
Pros and Cons of School Clubs

Students can join club activities in most junior high and high schools. According to the graph above, most students participate in club activities, and there are some advantages to joining club activities.
The first is improving communication skills. By participating in club activities, students can build new friendships and increase the number of people they interact with.
The second is that students can grow both mentally and physically. Sometimes, students worry about the gap between themselves and their teammates or feel they don’t want to go to club activities. However, by overcoming these difficulties, students will grow mentally.
The third is improving time management.
Club activities are mainly held after school or on holidays. Students can join club activities in most junior high schools

and high schools. According to the graph above, most students participate in club activities. There are some advantages to joining club activities. This differs from classes, so students must take care of themselves. Students cannot balance their studies if they do not manage their physical condition and time. Therefore, it is thought that most club members manage their time and themselves.
On the other hand, joining clubs has many demerits. For example, time constraints impact learning, physical and mental stress, and risk of sickness or hurt, which decreases the time that students study. Sports club injuries are inherent.
The demerit that has received the most attention is the restriction on private time caused by spending too much time practicing in the club. This problem affects students and teachers, who have their private lives tied up by the guidance of

club activities.
Advisor teachers provide guidance for club activities but do not receive a salary for their work. As you can see, club activities have many advantages and disadvantages. Students

should understand this before participating in club activities.
By Tsubaki Imoto, Manaka Ishihara, Misora Syouna, Haruto Ikeda, Eito Kosugi, Kota Kobayashi



ENTERTAINER

Exploring Japan’s Beloved Singer-Songwriters



<https://prtimes.jp/main/html/rd/p/000011753.000007>

The band name “Back Number” originated from a rejection experienced by the guitarist and vocalist Lyori Shimizu from a woman he was dating at the time, giving it the significance of “delay.” It appears that the woman he was

dating had feelings for another band member, leading to a strong desire to reflect on the past within the band name. Introducing the charm of this famous singer with her unique songs, Aiko is a singer-songwriter who handles both



<https://www.barks.jp/news/?id=1000240513>

lyrics and composition and has been loved by a wide range of age groups over the years. The reason for her popularity lies in the songs that resonate with both men and women, and it is said to have a sense of stability that has endured for many years.

The main allure of Aiko’s songs lie in the creation of lyrics that evoke vivid scenes. Additionally, her distinctive lyrics and unique melodies are also noteworthy. Many young people sympathize with the straightforward lyrics of Aimyon. She is also known for her high singing ability and showcases a stable voice in live performances and music programs. Aimyon’s concept derives the theme of “living with the rhythm of your own heart” from the idea of “beautiful, alive.” It conveys a message of “a song that depicts progress in life while making choices.”

By Daichi Tanaka, Reo Yamamoto, Haruto Yamazaki, Yuzuki Baba, Yukari Mae, Kanon Miyadera

Class Survey Reveals Surprising Preferences



<https://ananweb.jp/news/89335/>

The research team took a survey on intriguing questions high school students often ask. Which one did they like better, Kinoko no Yama or Takenoko no Sato? Many respondents said they liked Takenoko but not Sato. The reasons for each seemed to differ depending on whether they wanted to enjoy the chocolate or

cookie parts. If you could go to the past or the future, which do you want to go to? This question is enjoyed not only in Japan but also in other parts of the world. The results showed that 20 people wanted to go to the past, and the rest (7) wanted to go to the future. There are reasons why people choose the past. Some want to correct the mistakes, some do something fun again, and others use my current abilities to

succeed in the past. There are also reasons why people choose the future. Some want to know about the future, and others want to meet their future selves. It was found that most people wanted to correct their mistakes. The last question was: Which convenience store do you like most: Seven-Eleven, Lawson, or Family Mart? Family Mart won the most votes. Some opinions favor Family Mart, such as “Hot snacks are delicious” and “The printing machine is more convenient than other stores.” As a result, we can think about what

People are now looking for convenience stores for the quality of products and the convenience of daily life. One last question: “Would you press the button that says not to press?”

By Yuta Nicholas Randle, Rui Tanabe, Ryo Kido, Miyu Hayashi, Natsuki Hirai



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