

Company profile

Company name (section)	Chabatakeya		
Address	20-28Sengenkamicho Fuji city Shizuoka		
Parent company, if any	Daiho Co.,Ltd		
Year established	1939	Number of employees	3
Financial facts , if possible	Most recent revenues	?	
	Most recent profits	?	
	Most recent market share	?	

Summary of the company

Write an explanation that briefly describes the company including its history, the market where it operates, the products it makes.

It has the ware house, the language education, the import goods sales and tea sales (Chabatayeya) sections. It started from Chabatakeya 70years ago as self-employment style. It officially started as Daiho Co.,Ltd in 1986.

Competitiveness

How does the company compete with its main competitors?

The biggest competitors are the beverage companies which produce the pet-bottled tea. However we do not fight with them, we try to survive by cost cutting and by satisfying the old good customers .

Overcoming obstacles

What kind of obstacles does the company face in its market , and does the company have any appropriate solution ?

The fact that Japanese people think that so-called `tea` is not the tea which is served from the tea pot but the tea which is drunk directly from the pet-bottle very convenient. We are planning to have the solution by executing the new project.