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# Convenience Stores

## ○Introduction

日本では日常生活に欠かせないものとも言えるコンビニエンス・ストアだが、最近では日本の大手チェーンがアジア諸国でも店舗を拡大している。日本の製品や日本式のサービスをも取り入れたこれらの店は、諸外国でどのように受け入れられているのだろうか。

**?** 次の写真は、どこの国だろう。(ヒント: タイ、中国、韓国、インド、ロシア、イタリア、フランス、アメリカ合衆国から選んでみよう。)

1



2



3



4



## ○ Dialog

CD 01

**The Cast :** Chin (Chinese male), Ko (Chinese female), Mika (Japanese female), Kazu (Japanese male)

**Setting :** A hotel in Shanghai

**Chin :** Mika-san, Kazu-san, welcome to Shanghai! This is my friend, Ko-san. She doesn't speak Japanese, but she speaks English very well, a lot better than me.

**Mika & Kazu :** Very nice to meet you, Ko-san.

**Ko :** Nice to meet you, too.

**Mika :** I have a question, Chin-san. When we were coming in from the airport, we saw what looked like a Japanese convenience store. Kazu says that it must be an American one, though. Who's right?

**Chin :** You're so sharp, Mika. Actually, that's Family Mart. They opened their first Chinese branch right here in Shanghai! And Family Mart's not the only one here, right, Ko-san?

**Ko :** That's right. I'm working part-time at a Lawson's. By the way, there's one of those near here. Would you like to go over there and have a look at it?

*[back at the hotel after having visited the store]*

**Kazu :** It was just like the ones in Japan.

**Chin :** Sure it was. I was surprised too the first time I went there, because everything was the same as in the Japan version.

**Mika :** Well, how are Chinese convenience stores different from Japanese convenience stores?

**Chin :** Let's see. Of course, both sell many different items. That's the same. But the Japanese stores sell Japanese stuff.

**Mika :** What, for instance?

**Ko :** *Onigiri, obento*.... Those things aren't sold in Chinese convenience stores.

**Kazu :** As far as I know, Chinese people don't like cold lunches.

**Chin :** That's right. When I went to Japan, I really didn't like to eat cold *onigiri*.

**Ko :** Then there's the orientation session we had. We were taught how to bow.

**Chin :** Yeah, right. The style of service is also very Japanese.

**Mika :** But why? The customers are all Chinese, right?

**Kazu :** Does it have to be so Japanese just because it's a Japanese convenience store?

**Ko :** That's what I thought at the beginning. But the store is very popular.

## ○ Cultural Notes

CD 02

For a long time, Japanese businesses have put emphasis on lowering prices or expanding the variety of items they offer for sale. Recently, however, a growing number of companies, especially those involved in retailing, have been focusing their attention on the behavior of their employees. At such companies, manners—how to greet a customer, give change, show an item—are explicitly taught to salespeople. Japanese convenience stores with branches in China are no exception. In some cases, Chinese salesclerks are even taught Japanese styles of greeting and bowing! Since this kind of behavior is not common in other stores in China, there are some people who find it strange. On the other hand, there are also many people who are quite comfortable with it, so the “foreign behavior” can improve the image of the store.

## Comprehension .....

CD 03



音声をきいて、1～3に対する答えをa～dから選びなさい。

1. \_\_\_\_\_ ?

- a. lowering prices
- b. the variety of items
- c. the behavior of their employees
- d. expanding sales

2. \_\_\_\_\_ ?

- a. how to use computers
- b. how to greet a customer
- c. how to make a phone call
- d. how to open convenience stores

3. \_\_\_\_\_ ?

- a. Some people think it is strange, but others like it.
- b. Many people dislike it very much.
- c. Most people aren't interested in it.
- d. No one is comfortable with it.

## ○Expressions 1

**?** Dialog を参考に、次の日本語を、太字部分に対応するカッコ内の英語表現を使って英語にしてみよう。そのあと、応用した言い方も練習してみよう。

1. 日本のコンビニエンスストアのようなものを見たんだ。 (what looked like a Japanese)

\_\_\_\_\_  
**応用** ● 韓国の衣装のようなものをさがしています。

2. 初めてそこへ行った時は私もびっくりしました。 (the first time I went there)

\_\_\_\_\_  
**応用** ● 初めて食べた時は少し変だと感じました。

3. 日本のコンビニだからといって、そんなに日本式でないといけないんですか。  
 (have to be so Japanese)

\_\_\_\_\_  
**応用** ● 訓練だからといって、そんなに厳しくなくてはいけませんか。

## ○Expressions 2

**?** Cultural Notes を参考に次の日本語を英語にしてみよう。

1. 日本の企業はこれまで価格を安くすることに力を注いできた。
2. コンビニでは最近、店員に礼儀を明確に指導している。
3. 中国では日本式のサービスをこっけいに感じる人もいる。