

オシャレに生きよう

OPQ

OPQ

Let's Open The Door.
Unleash your curiosity.
There must be a world that you
don't know yet.



Top Message

We at OPA trace our beginnings to the beginning of the first OPA (Oriental Park Avenue) which opened as the shopping zone for the Shin-Kobe Oriental Hotel in 1988.

Since then, we have operated OPA striving to establish our brand as an urban developer.

Since 2016, we have expanded our business centered on our three brands including "VIVRE" and "FORUS." Utilizing our fashion perspective we have cultivated over the years, we propose trendy new lifestyles in all areas of clothing, food, and the home.

On March 1, 2021, we restructured our organization to create a new OPA with the goal of further enhancing our efforts to meet the significant changes occurring in the consumption behavior of our customers.

The new OPA will specialize in the management and operation of terminal-located central urban facilities and concentrate our management resources as we aim to create new value.

We believe the significance of OPA's existence lies in continuing to provide new discoveries and surprises that enrich peoples' lives while remaining close to the local community's daily life.

OPA has the ability to transmit information and provide proposals as a fashion building developer, strengths we have cultivated since our founding. By evolving these strengths to match the changing times, we at OPA aim to be trusted by the local community with their requests.

As customer needs are becoming more diverse in this modern era, we will actively undertake the endeavors of new business areas without being confined to conventions in order to create new customer value. By boldly undertaking cutting-edge efforts and conveying that not only in Japan but also throughout the world, we aim to be a corporation that provides excitement and thrills to our customers around the globe.

We will continue to grow, considering it our corporate mission to consider the value required from OPA from the consumer's perspective based on the belief behind our corporate message of "delivering excitement and thrills to people around the globe" as we contribute to the happiness of our customers, clients, and employees as well as to the achievement of a sustainable society.

OPA Co., Ltd., President and Representative Director

Yuko Watanabe



*Watanabe
Yuko*

Our Mission

AEON Group Basic Principles

Customer First

MISSION

By pursuing the happiness of our customers and employees,
we contribute to society and the future.

VISION

Delivering Excitement and
Thrills to People Around the Globe

To enjoy every day -

It's an ordinary goal that can be difficult to achieve nowadays.

We want to deliver many exciting moments and thrilling feelings.

That will surely lead us to a bright future.

OPA will continue to share undiscovered excitement and thrills that will make
you think, "That looks fun!"

Code of Action to Achieve Our Goals

Passion



The start of all actions lies in the desire to create change.

We want to improve the towns where OPA is. That deeply-held wish is our driving force, and we put our passion into making a better future for the town. That is OPA.

Endeavors



Precisely because we are in an era of rapid changes, we want to continue to create new value for our customers.

In order to expand endless possibilities, we are on the lookout for information to create innovative and new ideas.

We will continue to quickly undertake new endeavors.
That is OPA.

Gratitude

We are supported by many people. We will remain humble.
That is OPA.

Company Overview

Company Overview

Company name	: OPA Co., Ltd.	
Representative	: President and Representative Director Yuko Watanabe	
Head Office address	: 22F WBG Marive East, 2-6-1 Nakase, Mihama-ku, Chiba City, Chiba Prefecture, 261-7122	
Capital	: 10 million yen	
Established	: March 1, 2021	
Executive staff	: President and Representative Director	Yuko Watanabe
	Director, Business Creation Department Manager	Masaaki Iwakura
	Director, Sales Department Manager	Naoki Asai
	Director, Leasing Department Manager	Koichiro Tanaka
	Director (Part-time)	Koji Iwamura
	Director (Part-time)	Mitsuhiro Fujiki
	Director (Part-time)	Maki Watabe
Shareholders	: AEON MALL Co., Ltd. 100%	

History

1982	March	Tenjin VIVRE opens. (VIVRE Shop #1, closed February 2020)
1984	March	Sannomiya OPA opens. (Changed name from Sannomiya VIVRE in August 2019)
	November	Sendai FORUS opens. (FORUS Shop #1)
1985	April	Yokohama VIVRE opens.
1988	September	Shin-Kobe OPA opens. (OPA Shop #1, operation transferred in March 2001)
1996	April	Canal City OPA opens.
1997	November	Shinyurigaoka OPA opens.
2006	March	Former OPA Co., Ltd. is established. (Businesses including OPA split from JUJIYA Co., Ltd., which was a 100% subsidiary of The Daiei, Inc., to create OPA Co., Ltd.)
	November	Kanazawa FORUS opens.
2013	April	Umeda OPA opens. (Transitioned to OPA ONE business in March 2020)
2016	March	Business is merged with the VIVRE/FORUS business department of AEON MALL Co., Ltd. (Moved from The Daiei, Inc. to complete subsidiary of AEON MALL Co., Ltd. due to exchange of shares)
	June	Head Office moves from Koto Ward, Tokyo, to Chiba City, Chiba.
	November	OPA JINGUMAE Building opens. (OPA ONE Business Shop #1)
2017	February	Sannomiya OPA 2 opens. (Property management business entrusted)
	October	Takasaki OPA
2021	March	OPA Co., Ltd. is established.

Business Overview

— OPA / VIVRE / FORUS Business

■ Development, Planning

We carry out facility development that is full of emotion, in step with customers, shops, property owners, and local community.

We also keep facilities feeling fresh by implementing periodic renovations after opening.

- Marketing
- MD planning
- Tenant leasing
- Space performances

■ Facility Operation

Standing in the same perspective of shop staff who support our buildings, we emphasize daily patrols and hearings as we provide attentive support so they can enjoy working with peace of mind.

- Business management
- Accounting
- Sales promotion
- Facility management
- Tenant council operation
- Employee training

— OPA ONE Business (Blanket Lease)

By tenant request, we also carry out urban street-level shop development such as for flagship shops and satellite stores for existing shops that can make the most use of the brand image.



OPA JINGUMAE Building

Our Shops

Kanazawa FORUS

Address 3-1 Horikawa Shinmachi, Kanazawa City, Ishikawa Prefecture



- Established: November 2, 2006 ● Premises area: 100,300 m²
- Total floor area: 45,800 m² ● GLA: 26,100m² ● No. of specialty shops: 188
- Parking spaces: 4,300 ● Floors: 1F-7F ● TEL: 076-265-8111
- Access: 1-minute walk from JR Line Kanazawa Sta.

Yokohama VIVRE

Address 2-15-13 Minami Saiwai, Nishi-ku, Yokohama City, Kanagawa Prefecture



- Established: April 20, 1985 ● Premises area: 6,000m²
- Total floor area: 44,800m² ● GLA: 18,700m² ● No. of specialty shops: 105
- Parking spaces: 115 ● Floors: B1F-9F ● TEL: 045-314-2121
- Access: 5-minute walk from Yokohama Sta. west exit of JR Line, Keikyū Line, Tokyu Toyoko Line, and Sotetsu Line

Sannomiya OPA

Address 1-5-26 Sannomiya-cho, Chuo-ku, Kobe City, Hyogo Prefecture



- Established: March 1984 ● Premises area: 1,500m²
- Total floor area: 10,300m² ● GLA: 6,100m² ● No. of specialty shops: 21
- Floors: B1F-7F ● TEL: 078-391-6631
- Access: 5-minute walk from JR Line Sannomiya Sta.
5-minute walk from Hankyu Line and Hanshin Line Kobe-Sannomiya Sta.

Sannomiya OPA 2 (Property management business)

Address 6-1-15 Kumoidori, Chuo-ku, Kobe City, Hyogo Prefecture



- Established: February 24, 2017 ● Premises area: 4,700m² ● Total floor area: 17,600m²
- GLA: 11,400m² ● No. of specialty shops: 41 ● Parking spaces: 765 ● Floors: 2F-9F
- TEL: 078-222-2229 ● Access: 1-minute walk from east ticket gate of JR Line Sannomiya Sta.
1-minute walk from Hankyu Line and Hanshin Line Kobe-Sannomiya Sta.
Directly connected to 2F of Port Liner Sannomiya Sta.

Shinyurigaoka OPA

Address 1-1-1 Kamiasao, Asao-ku, Kawasaki City, Kanagawa Prefecture



- Established: November 1, 1997 ● Premises area: 5,000m²
- Total floor area: 22,300m² ● GLA: 12,700m² ● No. of specialty shops: 76
- Parking spaces: 100 ● Floors: B1F-6F ● TEL: 044-965-2121
- Access: 1-minute walk from Odakyu Line Shin-Yurigaoka Sta.

Umeda OPA (OPA ONE business, blanket lease)

Address B1F / B2F ABC-MART Umeda Building, 1-27 Chaya-machi, Kita-ku, Osaka City, Osaka Prefecture



Sendai FORUS

Address 3-11-15 Ichiban-cho, Aoba-ku, Sendai City, Miyagi Prefecture



- Established: November 1, 1984 ● Premises area: 4,300㎡
- Total floor area: 32,400㎡ ● GLA: 14,500㎡ ● No. of specialty shops: 100
- Parking spaces: 4,000 ● Floors: B2F-8F ● TEL: 022-264-8111
- Access: 15-minute walk from JR Line Sendai Sta.
1-minute walk from west exit #4 of subway Namboku Line Hirose-dori Sta.
4-minute walk from subway Tozai Line Aoba-dori Ichibancho Sta.

Takasaki OPA

Address 46-1 Yashima-cho, Takasaki City, Gunma Prefecture



- Established: October 13, 2017 ● Premises area: 7,400㎡
- Total floor area: 41,700㎡ ● GLA: 25,600㎡ ● No. of specialty shops: 157
- Parking spaces: 7,000 ● Floors: 1F-8F ● TEL: 027-321-8111
- Access: Directly connected to west exit of JR Line Takasaki Sta.

Nishikawaguchi Fesst (Roadside, etc.)

Address 2-1-1 Namiki, Kawaguchi City, Saitama Prefecture



- GLA: 5,200㎡ ● No. of specialty shops: 7
- Address: In front of JR Line Nishi-Kawaguchi Sta.

OPA JINGUMAE Building (PA ONE business, blanket lease)

Address 4-32-16 Jingumae, Shibuya-ku, Tokyo Prefecture



Canal City OPA

Address 1-2-22 Sumiyoshi, Hakata-ku, Fukuoka City, Fukuoka Prefecture



- Established: April 20, 1996 ● Premises area: 38,500㎡ ● Total floor area: 25,900㎡
- GLA: 15,800㎡ ● No. of specialty shops: 100 ● Parking spaces: 1,300 ● Floors: B1F-3F
- TEL: 092-263-2121 ● Access: 10-minute walk from JR Line Hakata Sta.
10-minute walk from subway Kuko (Airport) Line and subway Hakozaki Line Nakasu-Kawabata Sta.
7-minute walk from subway Kuko Line Gion Sta.

Efforts for the Environmental Conservation, Safety, and Peace of Mind

We engage in measures to save energy as well as to reduce, reuse, and recycle construction work waste, thus striving to cut our environmental burden.
We also maintain a building interior environment that allows customers to enjoy shopping with safety and peace of mind.

1 Use of LEDs for building lighting equipment

We switched to LEDs for shared areas and external signs of our buildings. The majority of our specialty shops also use LEDs. As the amount of heat produced is low, this also contributes to the reduction of cooling load.

2 Installation of energy-saving air conditioners

When replacing equipment, we install efficient, energy-saving air conditioning equipment. We use IT technology to manage the energy of the facility as a whole to save energy.

3 Anti-smoke hanging partitions using transparent, non-combustible sheets

For anti-smoke hanging partitions, we use transparent, non-combustible sheets instead of the conventional glass type at our new shops. We have also replaced the partitions during renovations at some of our existing shops.

4 Use of water-saving hygienic equipment

We install water-saving hygienic equipment in order to save water resources.




COVID-19 Prevention Measures


As part of our measures to prevent the spread of COVID-19, we have installed thermometers (thermal cameras) at customer entrances and employee entrances. We have also installed alcohol sprays as well as infection prevention measure posters and pictograms throughout our buildings to help prevent infections.

Requests to Customers and Efforts at OPA


Request for cooperation from customers




Keep distance.



Please disinfect.




Please wear a mask in our buildings.




Please refrain from visiting when not feeling well.


Requests in our buildings and OPA's efforts




Please refrain from conversations.




About 3 steps
Please keep distance on the escalators.




Please cooperate with keeping distance.




Please cooperate with priority use for the elevator.




We installed thermometers at building entrances.



We periodically clean the building interior.




We enhanced ventilation in the building.



We limited elevator occupancy.

We may limit building occupancy when crowded.
 We will work together with our customers to prevent infection.
 We ask for your understanding and cooperation.



Efforts with the Community


Takasaki OPA

■ Implementation of projects in collaboration with neighboring schools and neighboring shops

In collaboration with preschools, elementary schools, and universities in the vicinity of Takasaki OPA, we held a concert on the 2nd-floor pedestrian deck connecting to Takasaki Sta. as our anniversary event. The anniversary event was very exciting. We also hold stamp-collecting events co-sponsored with neighboring shops and costume parades around Takasaki Sta. with neighboring shops and children from the local community, thus aiming to bring vitality to Takasaki.

■ "Takasaki Jiman (Pride)," a joint effort with the Takasaki Tourism Association

Takasaki Jiman offers a collection of unique Takasaki merchandise, from popular local sweets and various specialties to souvenirs and other processed goods, conveying Takasaki's recommended "pride (jiman)" from OPA to the world.



TAKASAKI

OPA CO.,LTD

OPA's Strengths

Our strengths lie in our ability to find shops with cutting-edge and unique concepts or business models and to take the lead in conveying those throughout Japan.

We have also committed ourselves to environmental performances and advertising featuring using our expert visuals as well as sales strategies using the apps we developed independently.

Endeavors in New Markets

We want to provide customers with unprecedented experiences, to provide new and valuable things to them quickly, and to surprise and move them.

OPA finds and actively adopts shops that have not advanced into that market yet.



"LEMONADE by Lemonica"
at Kanazawa FORUS Shop #1

Since opening its first shop at the Kanazawa FORUS in 2016, it has expanded throughout Japan mainly in urban areas.

First shop in Japan!
"Hamleys," the toy shop where you can play from England

"Hamleys," a toy shop with a unique hands-on sales style that provides an activity experience unlike any conventional toy shop, opened its first shop in Japan.

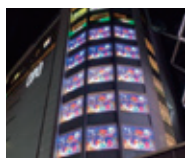
Fresh and seasonal environmental performances

We at OPA believe visuals have a very important role as methods to visually express our corporate concept, MD, target, and sensibilities.

Every year, we create fresh visuals with impact for each season or bargain sale, striving to improve the OPA brand value.



In the Halloween season, we collaborated with a neighboring senior high school, using a short movie designed by the students as exterior decoration.



Extensive channels focused on smartphones

We use the OPA app and LINE not only to deliver timely shop information, but also to transmit shopping tickets and coupons as member exclusives.

We also run our net shopping mall site, "RUSFUL.net," from our website and app. We employ an affiliate system via an ASP (affiliate service provider), allowing you to access the EC sites of our shops as well.

**OPA
VIVRE
FORUS**

Efforts for ES

In order to maintain an environment where shop employees can enjoy working with peace of mind, we not only focus on communication through our daily patrols, but also on training and recreation.

Staying in close contact with our shops



At OPA, we focus on communication with our shops as partners who will grow together with us. We have a floor manager for each floor who goes on daily patrols. By doing so, we understand the shops' current status as well as provide proposals to improve displays or plans to increase sales.

We plan extensive training programs and recreation for each of our buildings, which have been praised by our shops.

■ Customer service improvement seminar



We carry out customer service improvement seminars titled "Welcoming First Impression Super Training."

*Training content varies by building.

■ Monitoring surveys



We ensure opportunities not only for surveys and result reports but also for feedback.

■ Customer service role-playing contest



We hold customer service role-playing contests with the goal of improving customer service for the building as a whole.

■ Social gatherings



We entertain shop employees at each building with innovative programs.