

Kounan Asset Co., Ltd.

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Company Profile

(As of April 1, 2017)

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Chapter 1 Company profile

1. Management Philosophy

We value notion of “good and evil” before “profit”



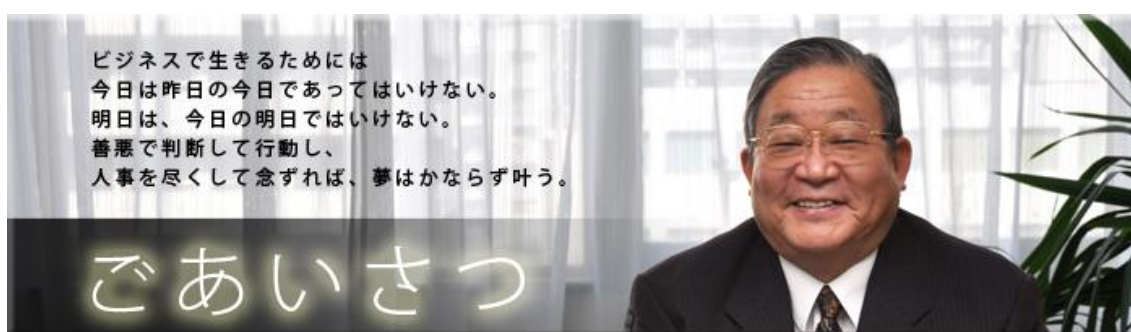
On the road to success, it is essential to judge right or wrong by asking if it's good and evil.

It is not the right thing if it does not contribute to society and might give wrong effects to society even if it brings in high profit to the company.

We are confident to win trust and good reputation which lead us to success by making right decisions repeatedly.

2. Message from the president

To survive in the business world
Today should not be yesterday's today.
Tomorrow should not be today's tomorrow.
Judge by good and evil
Dream will come true if you wish hard and do your best



I made up my mind early to become a president of company to fulfill my various dreams since when I was a small child. I was employed by Kawasaki Heavy Industries, Ltd. after graduating from the University but I left the company to realize my childhood dream which was to manage my own company. I established the first company when I was 35 years old in 1973.

When I look back my business history, I was blessed with good luck, encountered with many wonderful people and rode the good current of times at each stages of businesses. I for one feel very grateful. My company, "Kounan Ticket" was acquired by Orico Group Company in March, 2007. The result was an equivalent to IPO as a shorter way of the exit strategy to me. Founder's profit was enough to start the next venture "Kounan Asset" and it was the most suitable timing. The reputation and credibility of "Kounan Ticket" helped great deal for the newly established asset management company, "Kounan Asset". The performance of the company has been and is excellent.

My next step and goal is focused on the social contribution by educating and supporting the upbringing of young entrepreneurs utilizing my experiences from the 1st and 2nd phases of my business. I believe it is time to enter into the 3rd phase of my business. I am committed to keep working actively for future entrepreneurs of the next generation as long as my physical strength and willpower exist

3. Personal history of our chairman

1938	Born in Motoyama-cho, Higashi Nada-ku, Kobe-city,Hyogo-pref,Japan
1960	Graduated from Osaka Prefecture University with engineering degree
1965	Graduated from the school of Business Administration, Kobe University
1965 ~1973	Kawasaki Heavy Industries, Ltd. Specialist of Headquarters Corporate Planning Department
1973	Established Fine Art furniture shop "Kounan-Bijutsu Co, Ltd." Started selling art crafts and imported furniture at Takashimaya , Daimaru and Hankyu Department Store
1986	Established fashion reform shop "FARS Co, Ltd." Established chain of fashion reform store "Watashi-no-oharibako" (33 stores)
1988	Opened Japanese sweets shop "Kounan Tentoku" (4 stores)
1989	Established chain of Discount ticket shop "Kounan ticket Co, Ltd." (35 stores)
1995	Opened chain of mobile phone shop "PAL shop" (4 stores)
1999	Opened chain of discount cosmetics "Cosme PAL"
2001	Opened chain of shoes repair shop "Hands House"&"Kukku Bakku"
2004	Received the award from Entrepreneurship Section of Japan Venture Award2004
2004	Established Real estate business "Kounan Asset Co, Ltd."

2007 "Kounan ticket Co, Ltd." Was acquired by Orico Group

Present Kounan Asset Co, Ltd. CEO
FARS Co, Ltd. CEO

Qualifications Registered Professional engineering consulting (I.E)
Registered management Consultant

Public service The New Business Conference Kansai Vice-president
Shingakumeiseisha Insutitute Director

Publications



1. Never Fail!
Guide to entrepreneurs
(Syogyokai 03)



2. How to make money with
cash flow management
(Syogyokai 03)



3. Essentials and wisdom guidance by
ancient Japanese business method ”
(Managementsya 07)



4. 80 ways to success
Helping guide for entrepreneurs
(Cosmo 21 13)

4. Date of establishment

2000 PAL WAVE Co, Ltd. Establishment
2004 Kounan Asset Co, Ltd. Establishment,
(Conversion from PAL WAVE Co, Ltd.)

5. Head office

2-3-22, Daikaidori, Hyogo-ku, Kobe-city, Hyogo-pref, Japan



6. Capital

80 million yen

7. Number of employees (Full time)

11 employee

9. Business contents

Real estate investment
(Asset holding, leasing of office buildings and asset management)

10. History of Kounan Asset Co., Ltd.

2004 Establishment

Acquired building

2004	■ Kobe Nagata Bldg.
2005	■ Kobe Shinkaichi Bldg.
2006	■ Nishinomiya Bldg.
2007	■ Kobe Shinkaichi annex Bldg.
2008	■ Akashi Bldg.
2010	■ Osaka Nakanoshima Bldg. ■ Kobe Sannomiya Bldg.
2011	■ Takamatsu Bldg. ,
2012	■ Akashi annex Bldg. ■ Tokushima Bldg.
2013	■ Mito Bldg.
2014	■ Tokushima annex Bldg. ■ Mito annex Bldg. ■ Nagoya Bldg.
2015	■ Matsue Bldg. ■ Aomori Bldg. ■ Hiratsuka Bldg. ■ Hanshin Nishinomiya refrigerated warehouse
2016	■ Akita Bldg. ■ Kagoshima Bldg. ■ Akita annex Bldg. ■ Kokura KMM Bldg. ■ Yonago Bldg.

Acquired more than 50 buildings and 30 buildings were sold in 12 years.

Main bank

SMBC	Hyogo Branch	
Minato Bank	Hyogo Branch	
Kansai Urban Banking Corporation	Kobe Branch	
The Shikoku Bank, Ltd.	Kobe Branch	
The San-in Godo Bank	Kobe Branch	
The Iyo Bank, Ltd.	Kobe Branch	
The Senshu Ikeda Bank, Ltd.	Kobe Branch	
Bansyu Shinkin Bank	Sannomiya Branch	
The Himeji Shinkin Bank	Hyogo Branch	
The Nisshin Shinkin Bank	Hyogo Branch	
Japan Finance Corporation、JFC	Kobe Branch	Others

Our advantages and facts

- ① We specialize in office buildings as stable asset class.
- ② We carefully select top-rated properties which hold listed companies as tenants within the seat of the prefectural government.
- ③ This allow us to cut the cost of “in and out” of “new and old” tenants, and also cut down the risk factors of compliances.
- ④ High profit is raised for all properties by focused in cash flow management.
- ⑤ Acquired more than 50 buildings and approximately 30 buildings were sold in 12 years. Sales of depreciated properties and the repetition of scrap-and-build approach lead to the results of high profit.