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Every turn, new customers will arrive looking to purchase one of 5 different goods. If you have a store that sells those goods, then you might be able to lure them to your store and earn them as a customer (=VP).

(=VP).

The five maps show the following information:

- 新宿区 Shinjuku**: 4 adjacent wards (highlighted in green). Locations: 高田馬場 (Takadanobaba), 四ツ谷 (Yotsuya), 新大塚 (Shinjuku), 大塚 (Shinjuku).
- 品川区 Shinagawa**: 3 adjacent wards (highlighted in purple). Locations: 目黒 (Meguro), 大井町 (Ogino), 六本木 (Roppongi).
- 港区 Minato**: 4 adjacent wards (highlighted in pink). Locations: 新橋 (Shinjuku), 六本木 (Roppongi), 品川 (Shinjuku), 台場 (Shinjuku).
- 大田区 Ota**: 5 adjacent wards (highlighted in green). Locations: 多摩川 (Tama River), 大森 (Shinjuku), 池田 (Shinjuku), 大田 (Shinjuku), 大田 (Shinjuku).
- 千代田区 Chiyoda**: 3 adjacent wards (highlighted in yellow). Locations: 有明 (Ariake), 新大塚 (Shinjuku), 大塚 (Shinjuku).

Building Stores: You can build a new store in an empty station by spending a card that matches the ward where that station is located. Stores provide two benefits:

- (1) Any matching customers that pass through that station must visit your store.
- (2) Once you have a store in a ward, matching ward cards become wildcards that you can use to match any ward.

- = single store: serves 1 customer of matching good type
- = double store: can serve 2 customers of matching good type
- = department store: can serve 2 customers of any good type

Luring Customers: When customers are placed on the map, they are assigned to a ward but are not associated with any station. When you take the Lure action, you take all the customers in the ward, choose their starting station (within that ward) and then move them along connections, visiting stores along the way.

Game Economy: The economy of the game is managed by your cards: you need to spend cards to build stores/track and to lure customers, and you gain cards as income when other players use your track. At the beginning of the game, you will be “cash poor” because you will have few wildcards and few income opportunities. As the game progresses and you build out your business empire, your card draws will become more frequent and more valuable.