

Client Background Information

Details	Tumi Japan
Industry	Luxury Travel and Lifestyle
Head Office Address	2-8 Saiwaicho, Kita-ku, Okayama City, Okayama Prefecture, Japan
Fiscal Year Information	Tumi Japan has seen a steady increase in sales over the last 3 quarters
Company URL	https://www.tumi.com/jp
Product Categories	Luggage: Premium travel bags, suitcases, backpacks, and carry-ons. Accessories: Wallets, belts, passport holders, and tech accessories. Business Solutions: Laptop bags, briefcases, and business-centric travel accessories.
CEO	Hideki Ikeda
Tumi Japan Competitor Statistics	Samsonite: A major competitor, focusing on durable and practical travel gear with a global presence. Rimowa: Known for luxury and high-end travel bags, competing directly with Tumi's premium positioning. Store Experience Enhancement: Refine in-store experience with interactive displays and a tech-enhanced shopping environment.
Tumi Japan Retail Goals	Expansion in Urban Areas: Target high-end shopping districts like Ginza and Shibuya for new store openings. Integration with E-Commerce: Enhance in-store pickup and return options for online orders. Sustainability Focus: Eco-friendly materials in product lines and sustainable store

Details

Tumi Japan

designs.

Stores Background information

Store 1: Tumi Japan Osaka Store

Details	Example: Tumi Japan Osaka Store
Store Code	050803
Store Name	Tumi Japan Osaka Store
Store Type	Premium luggage and accessories store offering high-end travel gear and business solutions.
Store Offerings	Luggage: Premium travel bags, suitcases, and backpacks. Business Solutions: Briefcases, laptop bags, and tech accessories. Accessories: Wallets, belts, and other luxury travel accessories.
Store Size (floor area)	380m²
Store Address	1F, Umeda Sky Building, 1-1-88 Oyodonaka, Kita-ku, Osaka
Operating Hours	Monday – Saturday: 10:00 AM – 8:00 PM Sunday: 11:00 AM – 6:00 PM

Details

Example: Tumi Japan Osaka Store

Store URL <https://www.tumi.com/jp/store/osaka>
Weather 18° C, Light Rain

Store 2: Tumi Japan Kyoto Store

Details

Example: Tumi Japan Kyoto Store

Store Code 050804
Store Name Tumi Japan Kyoto Store
Store Type High-end travel gear and luxury accessories store catering to professionals and travelers.
Store Offerings **Luggage:** Hard-shell suitcases, soft bags, and travel accessories.
Business Solutions: Business briefcases, laptop bags.
Accessories: Passport holders, wallets, keychains.
Store Size (floor area) 300m²
Store Address 3F, Kyoto Tower, 721-1 Kiyamachi-dori, Kyoto-shi
Operating Hours Monday – Saturday: 10:30 AM – 7:30 PM
Sunday: Closed
Store URL <https://www.tumi.com/jp/store/kyoto>
Weather 15° C, Clear Skies

Store 3: Tumi Japan Ginza Store

Details	Example: Tumi Japan Ginza Store
Store Code	050805
Store Name	Tumi Japan Ginza Store
Store Type	Upscale store specializing in luxury luggage, travel accessories, and business solutions.
Store Offerings	Luggage: Premium travel bags, carry-ons, backpacks. Business Solutions: Briefcases, executive backpacks. Accessories: Travel accessories, tech pouches, belts.
Store Size (floor area)	450m ²
Store Address	4F, Ginza Mitsukoshi, 3-5-1 Ginza, Chuo-ku, Tokyo
Operating Hours	Monday – Saturday: 10:00 AM – 8:00 PM Sunday: 11:00 AM – 6:00 PM
Store URL	https://www.tumi.com/jp/store/ginza
Weather	21° C, Cloudy

Store 4: Tumi Japan Fukuoka Store

Details	Example: Tumi Japan Fukuoka Store
Store Code	050806
Store Name	Tumi Japan Fukuoka Store

Details

Example: Tumi Japan Fukuoka Store

Store Type	Luxury store offering a variety of high-end travel and business solutions.
Store Offerings	Luggage: High-quality luggage, suitcases, backpacks. Business Solutions: Business backpacks, briefcases. Accessories: Premium wallets, belts, travel bags.
Store Size (floor area)	320m ²
Store Address	2F, Canal City Hakata, 1-2 Sumiyoshi, Hakata-ku, Fukuoka
Operating Hours	Monday – Saturday: 10:00 AM – 8:00 PM Sunday: Closed
Store URL	https://www.tumi.com/jp/store/fukuoka
Weather	23° C, Sunny

Follwing is each store's KPI data. This KPI data indicates each store's performance. Each row is for mentioned store

Store Name	Store Code	Store Address	Store Size	Average Sales in a Day (Year)	Median Sales in a Day (Year)	Maximum Sales in a Day (Year)	Minimum Sales in a Day (Year)	Traffic (Daily Avg)	Conversion Rate (Last 5 Years)	Peak Conversion (Last Year)	Minimum Conversion (Last Year)	Weekday Ratio	Weekend Ratio
Tumi Japan Osaka	050803	1F, Umeda Sky Building, 1-1-88 Oyodonaka, Kita-ku, Osaka	380m ²	¥1,170,000	¥1,220,000	¥2,950,000	¥800,000	2,400 – 3,200 (Monthly Avg)	4.80%	7.10%	4.30%	0.83	1.05
Tumi Japan Kyoto	050804	3F, Kyoto Tower, 721-1 Kiyamachi	300m ²	¥1,180,000	¥1,200,000	¥2,800,000	¥950,000	2,300 – 3,100 (Monthly Avg)	5.00%	7.20%	4.40%	0.86	1.08

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Tumi Japan Ginza	050805	-dori, Kyoto-shi 4F, Ginza Mitsukoshi, 3-5-1 Ginza, Chuo-ku, Tokyo	450m ²	¥1,250,000	¥1,270,000	¥3,200,000	¥1,000,000	2,600 - 3,400 (Monthly Avg)	5.30%	7.80%	4.60%	0.90	1.12
Tumi Japan Fukuoka	050806	2F, Canal City Hakata, 1-2 Sumiyoshi, Hakata-ku, Fukuoka	320m ²	¥1,140,000	¥1,180,000	¥2,700,000	¥900,000	2,100 - 3,000 (Monthly Avg)	4.70%	7.40%	4.30%	0.88	1.10
Tumi Japan Shibuya	050807	3-25-6 Shibuya, Shibuya-ku, Tokyo	350m ²	¥1,150,000	¥1,180,000	¥2,800,000	¥850,000	2,200 - 3,100 (Monthly Avg)	4.90%	7.50%	4.20%	0.87	1.15