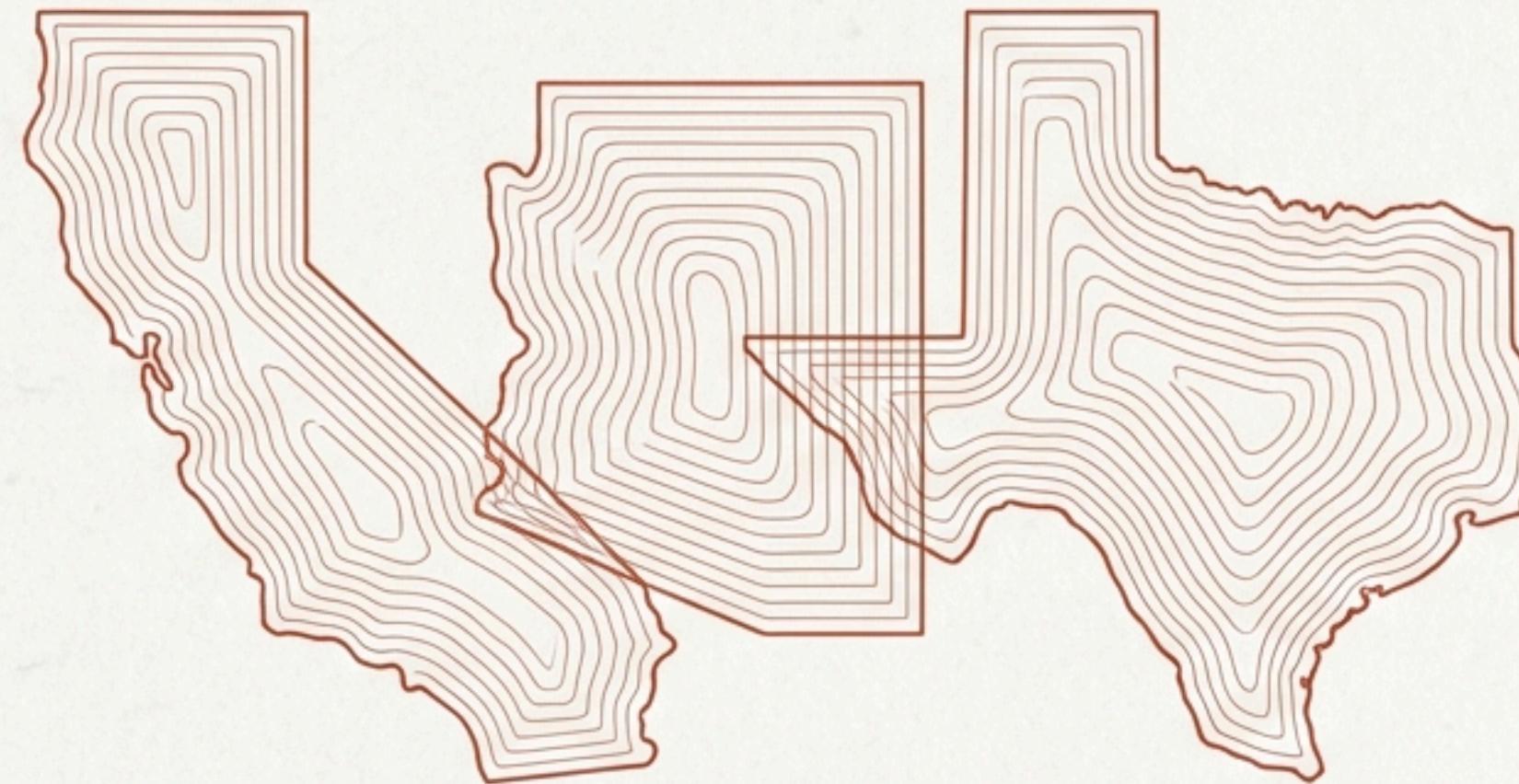


Ebisu Life Store West



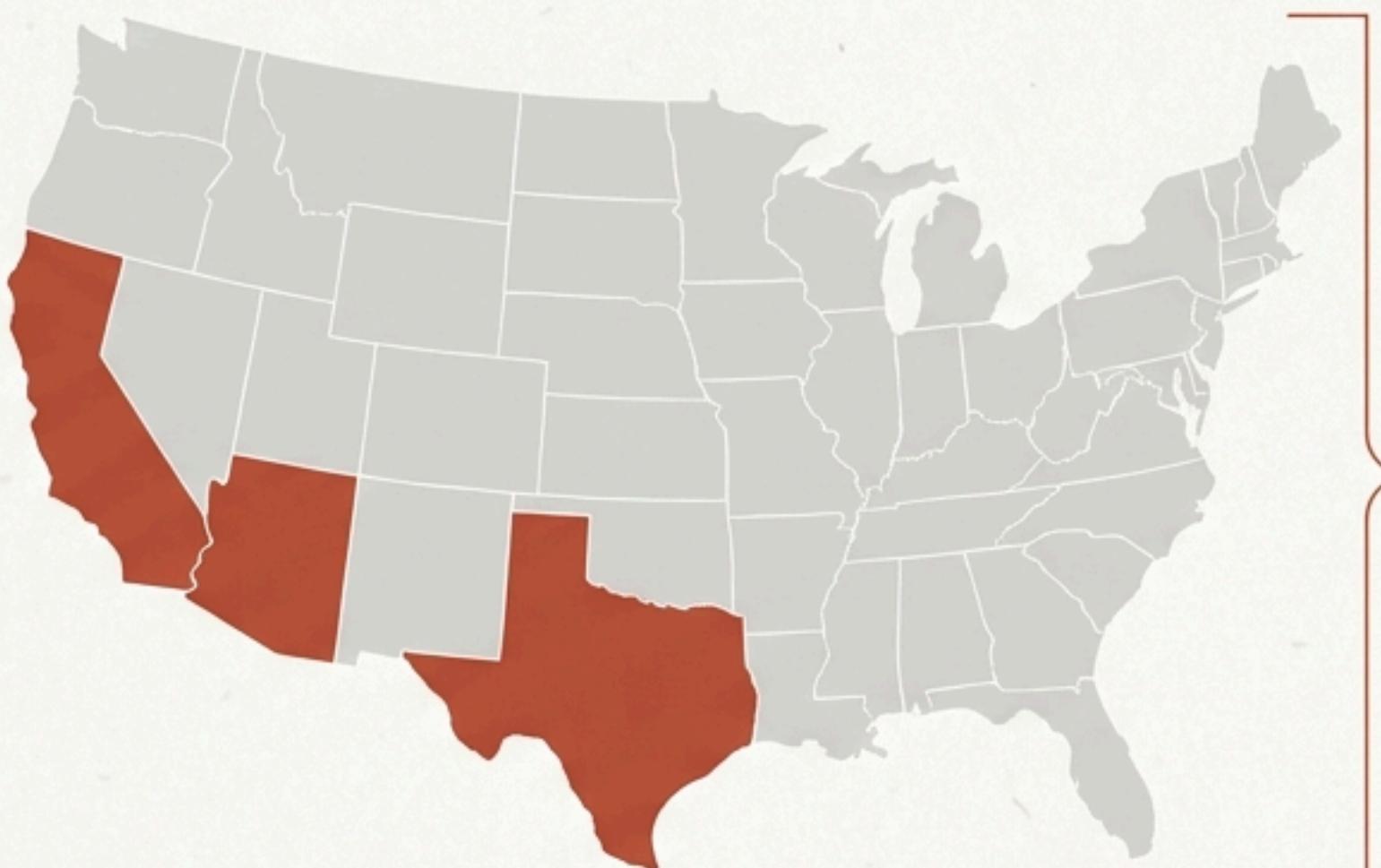
Strategic Business Partnership Overview
Exclusive Regional Operations: California • Arizona • Texas

A Unified Authority for the Western Market

Ebisu Life Store West serves as the exclusive master agent for California, Arizona, and Texas.

Our Core Mandate: We are solely responsible for store operations, management, and business partnership expansion within these three states.

Note: This partnership framework applies strictly to the Western region (CA / AZ / TX) and does not cover other territories.



**Exclusive Territory:
Ebisu Life
Store West**

The Model: Professional Operations, Partner Support

Headquarters Operates + Partner Supports

Ebisu Life Store West



- Unified Operations Management
- Daily Complexity & Staffing
- Supply Chain & Standards

The Strategic Partner



- Resource & Asset Support
- Local Market Access
- Capital Injection

Partners strictly do not participate in daily store operations.
The goal is long-term, scalable regional cooperation.

Profiles of the Ideal Strategic Partner



The City Partner

Possesses deep local market knowledge and regional resources.



The Property Partner

Controls suitable retail spaces or has privileged access to property channels.



The Investment Partner

Provides capital for store activation and long-term cooperation.



The Comprehensive Partner

A composite entity capable of providing multiple resource types simultaneously.

Defining the Fit: When to Step Back

Not Suitable For



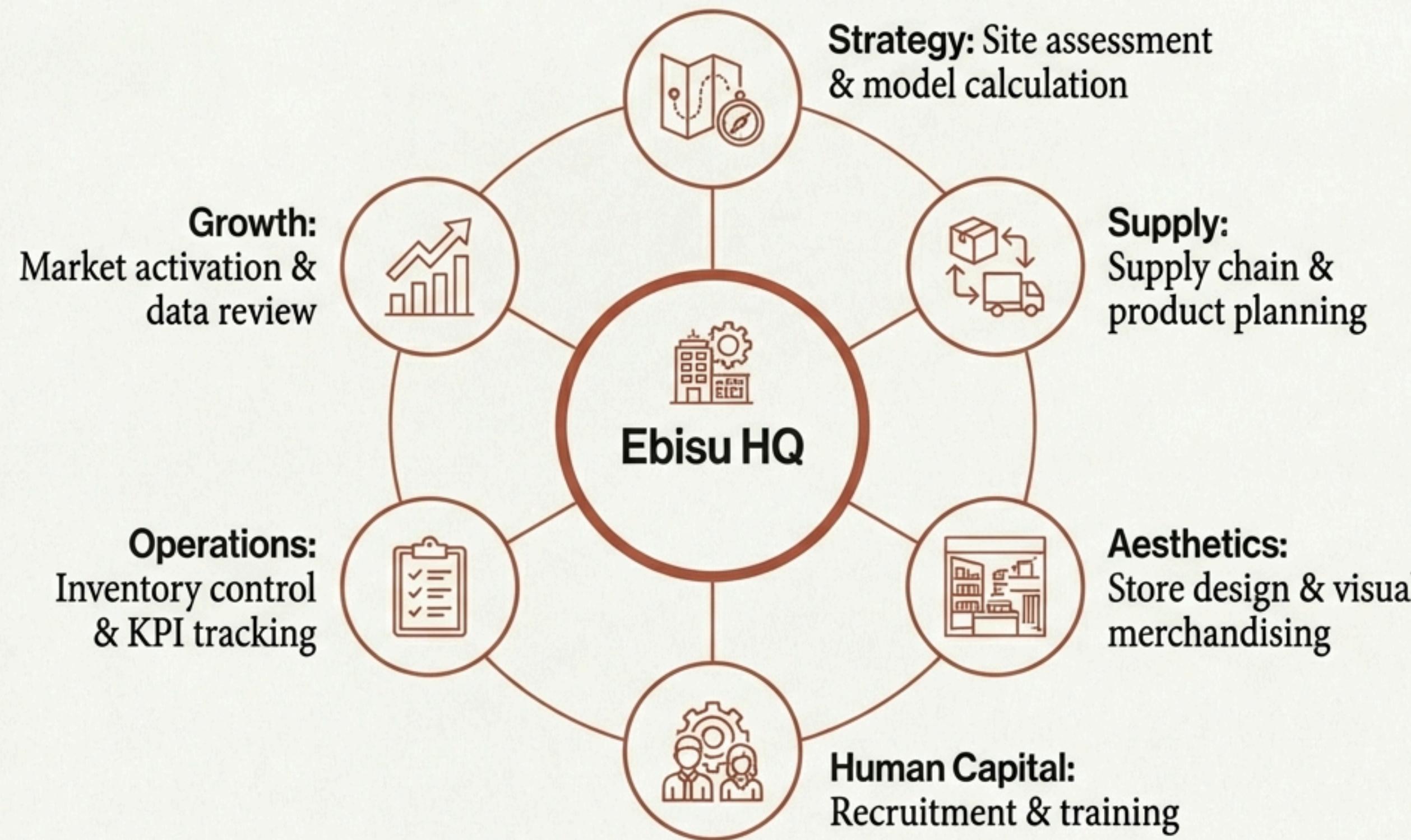
- **Micromanagement:** Partners desiring frequent intervention in daily store operations.
- **Deviation:** Those seeking high customization or departure from unified brand standards.
- **Short-Termism:** Investors focused solely on immediate returns without a long-term planning mindset.

Built For



- Partners seeking standardized execution and scalable growth through professional management.

The Engine: Ebisu West Responsibilities



The Fuel: Partner Contributions

- 1 Property Access** Providing property resources or high-quality site selection clues.
- 2 Local Intelligence** Navigating local business environments and community resources.
- 3 Capital Injection** Financial support for opening, decoration, and startup costs.
- 4 Administration** Local administrative coordination and support.

The Foundation for Scale

Site Selection Standards & Formats

Target Markets:

California · Arizona · Texas

Preferred Formats:

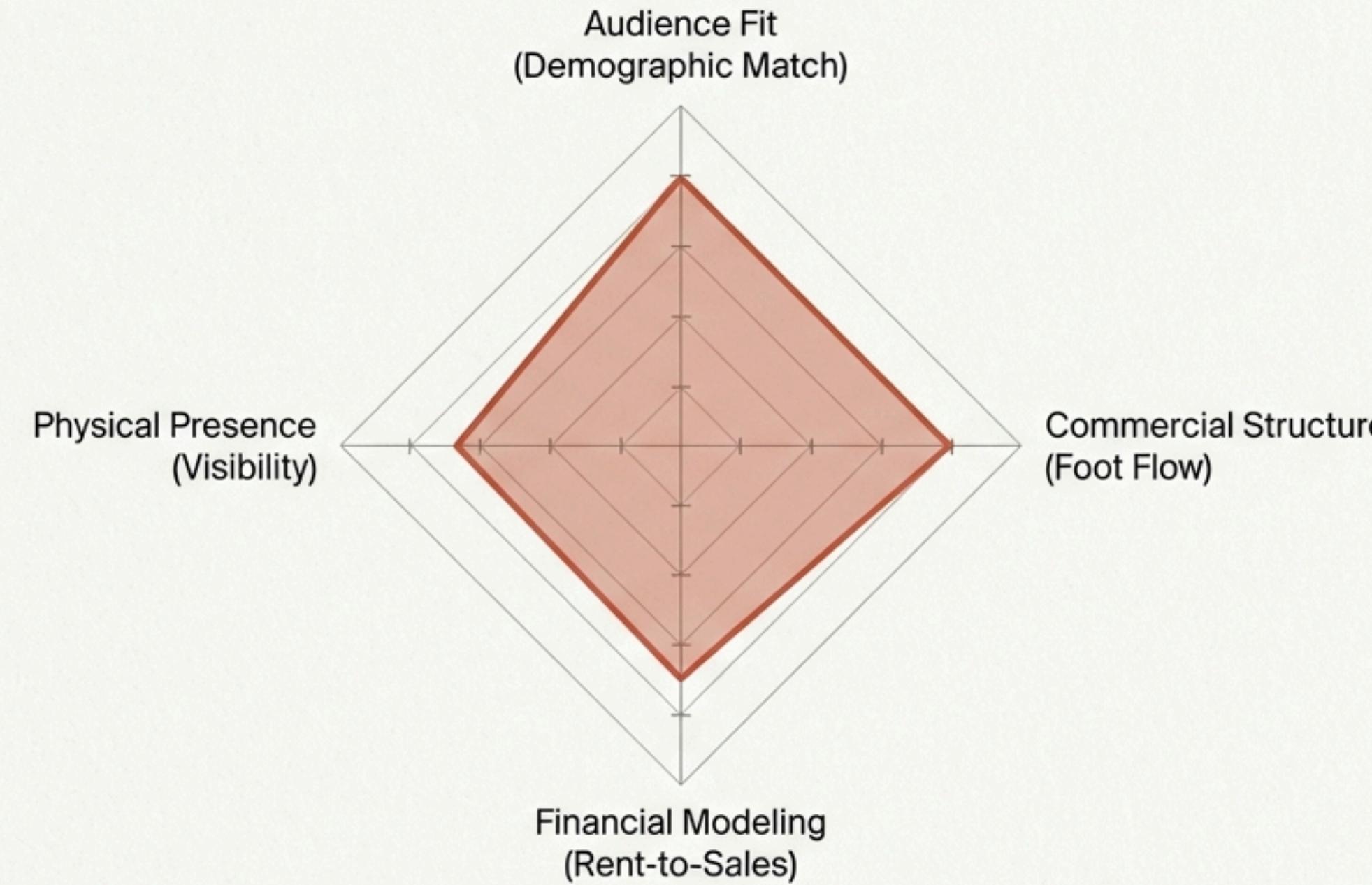
- Shopping Malls
- High Street / Commercial Districts
- Community Commercial Centers

Core Criteria:

- Stable foot traffic
- High visibility
- Friendly parking conditions

Variable Metrics: Area, Lease Terms, Renovation Cycle, and Stocking Period are TBD based on individual project assessment.

The Feasibility Assessment Matrix



Every site undergoes rigorous data validation before approval.

The Path to Launch



Transparency & Deliverables

Partners receive structured outputs at key stages:

1. Pre-Opening: Site scoring reports, launch timelines, merchandise plans.
2. Operational: Recruitment & training schedules.
3. Ongoing: Weekly and monthly performance data summaries.



Frequently Asked Questions

Q: Do I participate in daily management?

A: No. Ebisu Life Store West handles all unified operations.

Q: Can we expand to other states?

A: No. This program is exclusively for CA, AZ, and TX.

Q: Can we start with a single pilot store?

A: Yes. We typically recommend a single store as the starting point.

Q: How are decisions made?

A: Based on site feasibility and the matching of resources.

Q: What is the final authority?

A: The officially signed cooperation documents supersede all other communications.

Partnership Application Framework

Intent	<input type="checkbox"/> Target State/City (CA/AZ/TX)
Resources	<input type="checkbox"/> Capital <input type="checkbox"/> Property <input type="checkbox"/> Local Network <input type="checkbox"/> Comprehensive
Site Status	<input type="checkbox"/> Owned <input type="checkbox"/> Negotiating <input type="checkbox"/> None
Timeline	<input type="checkbox"/> 3–6 Months <input type="checkbox"/> 6–12 Months <input type="checkbox"/> 12+ Months
Identity	<input type="checkbox"/> Individual <input type="checkbox"/> Company

Initiate the Partnership

Please submit the completed application (PDF) to our team.

marketing@ebisulifestore.com

Subject Line Protocol:

Business Partnership – [City + State] – [Name/Company]



Ebisu Life Store West: Redefining Retail Partnership.

Neue Haas Grotesk

www.ebisulifestorewest.com