

堀内壽様経営セミナー用原稿

My Business and Business Motto as a Manager

Mr. Hisashi HORIUCHI

私は堀内壽といいます。バングラデシュの人達が好きで今回で6度目の訪問となります。私は日本の真中より一寸西よりの大阪と言う所に住んでいます。ダッカのように賑やかな所です。

My name is Hisashi Horiuchi. I like Bangladeshi people and this is my 6th visit to Bangladesh. In Japan, I live in Osaka, just a little bit west of the centre of Japan, which is such an energetic city just like Dhaka.

仕事は焼肉レストランのコンサルタントです。どういうことをするかというと、お客様が場所を見つけて、ここで焼肉店をしたいということに成ると、まず徹底的にその近辺を調査します。世帯数、年齢構成比、同業他店、人の流れなどです。その調査に沿ってコンセプトを決定し、メニューも大枠決めます。客単価もあらかじめ想定します。投資金額明細や想定売り上げ、想定利益、損益分岐などをプランニングした企画書を起こし、お客様と打ち合わせに入ります。

My profession is consultancy on BBQ restaurant. Now I would like to introduce you to my job.

First, I receive a consultation from those who have decided to open a BBQ restaurant at a certain place where he has chosen. Then I thoroughly research the area from multi-point of view: the number of households; age structure; other stores of same business; flow of the people and so on. According to the result of the survey, I set a concept of the restaurant; draft menu; and presume unit sales per customer. Furthermore, I estimate detailed statement for investment; sales and profit; and the break-even point. Thus completing the planning document, I discuss with the customer.

契約が済むと着工、料理のご指導、従業員さんのトレーニング、メニューの決定、メニュー価格の決定、食器の選定、各種飲料メーカーとの折衝、広告の打ち合わせなど等同時進行で進んでゆき開店となりますが、その間は目の回るような忙しさです。

Signing contract, we start opening process: teaching cooking, training the staff, finalizing the menu, fixing the price for the food, selecting tableware, negotiate the beverage manufacturers; and arranging the advertisement. All of them proceeding simultaneously, it is the busiest time for me.

私が心掛けている事は六つあります。

Upon my work, I always have the following 6 points in mind:

1. 志を持つ

1. Possessing high ambition

2. 自分の専門能力と人間性を磨く

2. Refining my professional ability and character

3.時代の流れを読む

3. Reading the passage of the time

4.小さい事は特に大事に

4. Paying as much attention to small things as to big things.

5.見栄を張らない

5. Not showing off to others

6.感謝の念を持つ

6. Appreciating everything

一つ目の志を持つは、自分の今は、この一時もですが、志を成就する為のプロセスだということです。そうすると人生色々ハプニングがありますが、生き方が強くなります。つまり人生に対する覚悟が出来るのですね。

First, having high ambitions means to think that every moment of life is for the process of achieving one's ambitions. While life is full of unexpectedness, this way of thinking makes one determined to accept anything in life and, thus, live with confidence.

二つ目、自分の専門能力を磨くのは言うまでもありませんが、それだけでは駄目ですね。人間性も磨かなければいけません。私達は何にも無い空間に何千万という金額を投資してもらうのですから、お客様が不安を感じたりしたら破談になってしまいます。人間性は毎日の行動に如実に表れるのです。

Second, while it goes without saying that improving the professional skill is important, there is something more to be enhanced; that is developing character. Since my customers invest a huge amount of money, which is equal to tens of millions of Bangladeshi taka, I have to assure them that I am trustworthy enough to do business with. On the other hand, we also have to keep in mind that such quality can be attained only through daily practice of being right-minded and prudent.

三つ目、時代の流れを読むとは、これからの食の潮流をアンテナ感度を最高レベルにし見極めてゆく、ということです。今、日本での関心は”安心” ”安全”がキーワードです。

Third, to read the passage of time means to sharpen one's antenna at the highest sensitive level so that one can catch the tide of an industry properly. In Japan, for example, people at present are very concerned about such keyword as “reliability” and “safety.”

四つ目、小さいことを特に大事にする。小さなクレームほどお客さんは困るんですね。大きいことはどこに電話しても来てくれますが、小さい事は中々そうはいきません。私の所には深夜一時ごろでも電話があります。エアコンが冷えないとか、テーブルの火がつかないとか色々有ります。それをきちっと対応していると、紹介もあるし何かやるにしても、必ずお声がかかります。

The fourth point is, never looking down on small things. The smaller the problem is, the more

customer suffers; that is, although any company can respond toward big problems, small troubles cannot be treated same way. For instance, I receive phone calls from the client for complaints even at 1:00am. Their problem varies from disturbance of AC to breakdown of gas cooker. However, if you deal with such little problems in earnest, the customer would ask you for new contract or bring new client to you.

五つ目、見栄を張らない事も大事だと思っています。私の所は自宅の一室を事務所にしていますので、何時でも連絡できます。固定経費が安く済むわけですから、損益分岐点も下がります。日本がとても景気が良かったころ、私の友達で、分相応以上の大きな事務所、大きな社長室をかまえていましたが、何時の間にか居なくなってしまいました。

Fifth, not showing off is also necessary to pursue. For example, I have set up my office, using one of rooms in my house. That makes it possible for me to contact the customer at any time. Furthermore, cheaper fixed cost lowers the break-even point. When Japan's economy was booming, one of my friends set up big office and large president's office that were beyond his means. However, as the economy has gotten depressed, he has disappeared from the business world.

六つ目、感謝の念を持つ。これはとても大事なことです。お客様に対する感謝は勿論ですが、家族に対する感謝、業者に対する感謝、そして生あることへの感謝。それが私達を謙虚にしてくれます。

Lastly, but not least, appreciating everything is another essential quality. What I refer to here is not only the appreciation to the customer but also to the family, the traders concerned and the life itself. Such view makes us modest, a beautiful virtue in Japan.

以上六つが私が心掛けていますことです。焼肉レストランをしたいと思っている方どうぞ私に声をかけてください。有難うございました。

These are the 6 points that I always have in mind. If any of you are interested in opening BBQ restaurant, please do not hesitate to consult me. Thank you very much.