

December 8, 2016

Tokyo Individualized Educational Institute Announces the Opening of Two New Benesse Writing Classes at Existing Individualized Instruction Schools

Tokyo Individualized Educational Institute, Inc. (TIEI) announces that it will open two new “Benesse Writing Classes” at existing individualized instruction schools in April 2017. Details are as follows.

1. New Class Openings

Currently, TIEI operates 13 Benesse Writing Classes in Tokyo and Kanagawa prefectures. In April 2017, TIEI will open two new classes: one at its Shinyurigaoka School (Asao-ku, Kawasaki-shi, Kanagawa) and another at the Musashiurawa School (Minami-ku, Saitama-shi, Saitama). The latter will be the first Benesse Writing Class in Saitama Prefecture.

Since opening classes in Kunitachi and Toyosu in January 2015, TIEI has been opening classes at its existing individualized instruction schools and achieving steady business results backed by diverse local needs. Educational needs are particularly high at the two new locations, based on factors such as the presence of combined public junior and senior high schools nearby. As a result, there has been a very large number of inquiries at individualized instruction schools from elementary school students in recent years.

2. Effects of Opening Multiple-Service Classes

These new openings are based on TIEI’s “service portfolio expansion and urban area dominance strategy,” a key measure of Dynamic Challenge 2017, its medium-term management plan announced in April 2015. By opening Benesse Writing Classes at individualized instruction schools in areas where customer needs are high, TIEI intends to raise marketing efficiency and promote the further penetration of its brand in those areas through its ability to approach students in a wider range of school grades.

In its school operations, TIEI increases capacity utilization of its classroom space by using conference rooms, training spaces and other areas in its individualized instruction schools as well as employing time management schemes such as offering courses when the individualized instruction schools do not hold classes, mainly on Sundays. As for marketing, TIEI will work for greater brand penetration in the areas where the new classes will be located while making efficient use of advertising budgets and other resources. The new classes will also stimulate wide-ranging demand for existing individualized instruction schools and vice versa, and points of contact with customers will also increase.

3. Future Policy

TIEI’s ongoing policy is to proactively open schools like these with multiple services.

4. Details of the New Classes

Benesse Writing Class Shinyurigaoka School

1) Scheduled date of opening: April 2017

2) Address: Resona Shinyurigaoka Building 5F, 1-5-1 Kamiasao, Asao-ku, Kawasaki-shi, Kanagawa 215-0021

(In Tokyo Individualized Educational Institute Shinyurigaoka School)

Benesse Writing Class Musashiurawa School

1) Scheduled date of opening: April 2017

2) Address: Musashiurawa-Daiei Building 1F, 1-20-1 Numakage, Minami-ku, Saitama-shi, Saitama 336-0027

(In Tokyo Individualized Educational Institute Musashiurawa School)

Reference: Overview of Benesse Writing Class

The Benesse Writing Class is a program for elementary school children that improves their ability to think logically and to communicate with others by enriching their vocabulary and enhancing their listening skills. A major feature is that it is an activity-based class where students convey their thoughts to others through writing and speech, listen to and understand others' thoughts, and exchange opinions, among other exercises. What students learn in the program will serve as a foundation that gives them abilities that will help them make their way 10 or 20 years in the future.

TIEI took over the Benesse Writing Class and Benesse Science Class business from Benesse Corporation and began operations on April 1, 2014.