### JAFSA Home Page 資料-3

## MODEL STUDY FOR LINER AGENCY

### はじめに

この定期船代理店業におけるモデルスタディは、当協会設立当時の急激な円高経済の下で、外国の定期船代理店を経営していくのに、そのコストは一体どれ程掛かるものか、従来から慣行的に決められているコミッション(輸出カーゴ = 5 %、輸入カーゴ = 2 . 5 %)がコンテナー時代になっても妥当な対価であろうか、と云う基本的な疑問から、色々なモデルケースを設定して、それぞれのラインを維持経営に必要な人件費、店費を細かく分析して絶対経費として最低限要求されるコストを求めたものである。

なお、この検討会は1990年前後に約1年余の時間をかけて行ったものであり、為替の換算率は当時のレート US\$1.00=¥130としている。

#### INTRODUCTION

Presently, the liner agency business in Japan can hardly be said to be in a favourable condition from a structural view-point. The unfavourable conditions are: declining trend of freight rates, chronic high exchange value of the yen, rise in cost of commodities and soaring manpower cost. In fact, there has been instances of bankruptcies.

Moreover, a fundamental plan to improve the aforementioned severe environment, in the near future, is not even in sight. In these circumstances, we feel that the time has arrived, now, to amend the commonplace frieght-base liner agency remuneration system.

One conceptn of an improved plan for liner agency remuneration calls for a 2-tier remuneration, considering of;

- (1) Compensation of actual cost incurred on liner vessel which called port(s) in Japan, including cost of all necessary manpower, utilities, cervices and materials.
- (2)Compensation of all marketing and other services performed on behalf of the Principal.

To evaluate the above mentioned plan for improved remuneration, JAFSA made cost calculations on the following three(3) models (assumptions):

. Full Container Service......(weekly sailings)
. Semi-Container(break-bulk) service......(2 sailings/month)

. Semi-Container(break-bulk) service.......(1 sailing/month)

Unlike neighbouring Republic of Korea and Taiwan, Japan has many regular calling ports for liner vessels, in addition to greater origins of cargo. Taking these factors into considerations, locations of offices incurring costs have been assigned as follows:

Tokyo Head office for general coordination work and

Marketing Center, as well as CSP function

Osaka Marketing office for West Japan (CSP)

Yokohama Regular Calling Port

& Kobe

Nagoya CSP for Case-

Regular Calling Port for Case- /

Notes; "CSP" = off-dock Container Service Port

# SUMMARY OF ANNUAL COST

	Descriptions			Expenses(¥)		Remarks
	Descriptions		Case	Case	Case	Remarks
	Management		31,214,000	20,333,000	11,643,000	
Personel	Staff		218,500,000	142,334,000	80,111,000	
Expenses	Sub-Total		249,714,000	162,667,000	91,754,000	
	Oub-10tal		(US\$1,920,000)	(US\$1,251,284)	(US\$705,799)	
		Tokyo	19,404,000	12,474,000	7,623,000	
	Office Rent	Osaka	4,050,000	2,430,000	810,000	
		Yokohama	4,602,000	2,301,000	1,534,000	
Office Expenses		Kobe	4,680,000	2,340,000	1,560,000	
Office Expenses	Other Expense	200	(34-Persons x 12-Months)	(22-Persons x 12-Months)	(13.5-Persons x 12-Months)	
	Other Expense	<del>c</del> s	72,298,000	46,780,000	28,706,000	
	Sub-Tota	al	105,034,000	66,325,000	40,233,000	
	3ub-10t	aı	(US\$807,953)	(US\$510,192)	(US\$309,484)	
TOTAL	. ANNUAL EXPEN	NSES	354,748,000	288,992,000	131,987,000	
IOTAL	. AININUAL EXPE	NOEO	(US\$2,728,830)	(US\$1,761,476)	(US\$1,015,284)	

Notes; Exchange Rate: ¥130 / US\$1.00

### Data 1-a **PERSONEL EXPENSES**

"Case- " FULL CONTAINER VESSEL/WEEKLY SERVICE

			nclude Off-E	Oock	Functi	on	As	on Do	ck Function	As C	Off-Do	ck Function			
Offices	To	kyo H	ead Office		Osaka	a Office	Yoko	hama-	Kobe Branch	1	Nagoya	a Branch		Total	Remarks
Job Description	Age/N	lumbere	Expenses	Age/N	lumbere	Expenses	Age/N	lumbere	Expenses	Age/N	lumbere	Expenses	Numbei	Expenses	Remarks
1.Managements															
Total Amount		(1)	31,214,000										(1)	31,214,000	
Sub-Total			31,214,000											31,214,000	
2.Business Dept.															
Dept./Branch Manager	50	1	9,922,000	50	0.5	4,961,000	50	0.5	4,961,000				2.5	24,805,000	Incl. port captn. in each branch
Sect. manager	45	1	9,286,000										1	9,286,000	
Sales	45	1	9,286,000	45	0.5	4,963,000							1.5	13,979,000	
- " -	40	1	8,381,000	40	1	8,381,000							2	16,762,000	
- " -	35	1	7,179,000	35	1	7,179,000							2	14,358,000	
- " -	30	1	5,988,000										1	5,988,000	
Desk	30	1	5,988,000				40	1	8,381,000				1	5,988,000	Assist. for Sales/Conference
Operation	35	1	7,179,000										3	23,941,000	Schedule/Terminal/Ship Control
ContainerControl	30	1	5,988,000										1	5,988,000	Inventry/Traffic/Maintenance
Planning	40	1	8,381,000										1	8,381,000	Assist. of Owners Planner
Owners' Acct	F25	1	4,036,000							F25	1	4,036,000	2	8,072,000	
Custommer Service	F25	1	4,036,000	F30	1	4,690,000				F25	1	4,036,000	3	12,762,000	Bs/L/Tariff
Port Agent							40	1	8,381,000				2	16,762,000	Contact with Government Agency
Documentations							30	2	11,976,000				4	23,952,000	
- " -							F25	1	4,036,000				2	8,072,000	
3.Administration Dept.															
General Aff./Accting	F30	1	4,690,000	F30	1	4,690,000	F25	0.5	2,018,000				3	13,416,000	
Communications	30	1	5,988,000										1	5,988,000	
Sub-Total		+ (1)	96,328,000		5	34,864,000		x 2	39,753,000		2	8,072,000	33	218,500,000	
TOTAL	15-p	ersons		5-pe	ersons	34594000	-	rsons	79506000			8072000	34	249,714,000	
TOTAL			\$981,092			\$266,108	ea	ach	\$611,584	2-pe	ersons	\$62,092		\$1,920,876	

Notes; (1) "F25" or "F30" means Female Staff the Age 25years or 30years. (2) The Exchange rate be applied US\$1.00=¥130.00 (3) The Expenses figures are annual amount.

### Data 1-b PERSONEL EXPENSES

"Case- " CONVENTIONAL/SEMI- CONTAINER VESSEL/2-SAILING PER MONTH

		Include Off-Dock Function						on Do	ck Function	As (	Off-Do	ck Function	1		
Offices	To	kyo H	ead Office		Osaka	a Office	Yok	ohama-	Kobe Branch		Nagoya	a Branch		Total	Remarks
Job Description	Age/N	Numbere	Expenses	Age/N	Numbere	Expenses	Age/I	Numbere	Expenses	Age/N	Numbere	Expenses	Numbei	Expenses	Remarks
1.Managements															
Total Amount		(1)	20,333,000										(1)	20,333,000	
Sub-Total			20,333,000											20,333,000	
2.Business Dept.															
Dept./Branch Manager	50	0.5	4,961,000				45	1	9,286,000				2.5	23,533,000	Incl.Port Captn. In each Branch
Sect. manager	45	1	9,286,000										1	9,286,000	
Sales	40	1	8,381,000	40	1	8,381,000							2	16,762,000	
- " -	35	1	7,179,000										1	7,179,000	
- " -															
Desk															
Operation	35	1	7,179,000				35	1	7,179,000				3	21,537,000	
ContainerControl															
Planning	40	1	8,381,000										1	8,381,000	
Owners' Acct	F25	1	4,036,000							45	1	9,286,000	2	13,322,000	
Custommer Service	30	1	5,988,000	F30	1	4,690,000							2	10,678,000	Bs/L, Tariff
Port Agent										35	1	7,179,000	1	7,179,000	Contact with Government Agency
Documentations	F25	1	4,036,000				F25	1	4,036,000	F25	1	4,036,000	3	12,108,000	
- " -															
3.Administration Dept.															
General Aff./Accting	F30	0.5	2,345,000	F25	1	4,036,000							1.5	6,381,000	
Communications	30	1	5,988,000										1	5,988,000	
Sub-Total	9-	+(1)	67,760,000		3	17,107,000	3	x 2	41,002,000		3	20,501,000	21	142,334,000	
TOTAL	10-p	ersons	84,057,000	3-pe	ersons	17,107,000	3-pe	ersons	41,002,000		valent	20,501,000	22	162,667,000	
TOTAL			\$646,592			\$131,592	е	ach	\$315,400	3-pe	ersons	\$157,700		\$1,251,284	

Notes; (1) "F25" or "F30" means Female Staff the Age 25years or 30years.
(2) The Exchange rate be applied US\$1.00=¥130.00
(3) The Expenses figures are annual amount.

### Data 1-c PERSONEL EXPENSES

"Case- " CONVENTIONAL/SEMI- CONTAINER VESSEL/1-SAILING PER MONTH

		Include Off-Dock Function						on Do	ck Function	As (	Off-Do	ck Function			
Offices	To	kyo He	ead Office		Osaka	a Office	Yoko	ohama-	Kobe Branch	1	<b>Nagoya</b>	a Branch		Total	Remarks
Job Description	Age/N	lumbere	Expenses	Age/N	lumbere	Expenses	Age/N	Numbere	Expenses	Age/N	lumbere	Expenses	Numbei	Expenses	Remarks
1.Managements															
Total Amount		(1)	11,643,000										(1)	11,643,000	
Sub-Total			11,643,000											11,643,000	
2.Business Dept.															
Dept./Branch Manager	50	0.5	4,961,000										0.5	4,961,000	Incl. Port Captn. In each Brabch
Sect. manager	45	1	4,643,000										0.5	4,643,000	
Sales	40	1	8,381,000	40	0.5	4,191,000							1.5	12,572,000	
- " -															
- " -															
Desk															
Operation	35	1	7,179,000				40	1.25	10,476,000				3.5	28,131,000	Incl. Schedule/Ship Control/etc.
ContainerControl															Assist. Of Sales/etc.
Planning															
Owners' Acct	F25	0.5	2,018,000							F40	1	5,976,000	1.5	7,994,000	
Custommer Service	F25	1	4,036,000	F30	0.5	2,345,000							1.5	6,381,000	Bs/L, Tariff
Port Agent															
Documentations							F25	0.75	3,027,000	F25	1	4,036,000	2.5	10,090,000	
-"-															
3.Administration Dept.															
General Aff./Accting	F30	0.5	2,345,000										0.5	2,345,000	
Communications	30	0.5	2,994,000										0.5	2,994,000	
Sub-Total	5.5	5+(1)	36,557,000		1	6,536,000	2	x 2	27,006,000		2	10,012,000	12.5	80,111,000	
TOTAL	6.5-p	ersons	48,200,000	1-p	erson	6,536,000	2-pe	rsons	27,006,000		valent	10,012,000	13.5	91,754,000	
TOTAL			\$370,769			\$50,277	e	ach	\$207,738	2-pe	ersons	\$77,015		\$705,799	

Notes; (1) "F25" or "F30" means Female Staff the Age 25years or 30years. (2) The Exchange rate be applied US\$1.00=¥130.00 (3) The Expenses figures are annual amount.

DATANON PERSONEL EXPENSES (Results of investigated actual conditions)
[ Per Head / per Month ]

Items / Company-wise	A-Company	B-Company	C-Company	D-Company	E-Company	Average	Amount Required
Office Rent (Space/Charge)							
Tokyo Head Office	3.1 Tsubo/¥59000	4.6 Tsubo/¥126,000	3.0 Tsubo/¥70,000	4.0 Tsubo/¥78,000	3.7 Tsubo/¥129,000	3.7 Tsubo/92,000	¥92,000x14x12=15,456,000
(Current Market Rate)	@¥38,000=¥118,000	@¥32,000=¥147,000	@¥33,000=¥99,000	@¥23,000=¥92,000	@¥87,000=¥322,000	¥156,000	¥156,000x14x12=26,208,000
Osaka Office	4.9 Tsubo/¥88,000	3.5 Tsubo/¥58,000	4.4 Tsubo/¥96,000	4.9 Tsubo/¥75,000	8.9 Tsubo/¥82,000	5.3 Tsubo/¥80,000	¥80,000x5x12=4,800,000
(Current Market Rate)	@¥32,000=157,000	@¥16,600=¥58,000	@¥30,000=¥132,000	@¥17,000=¥83,000	@¥13,000=¥116,000	¥109,000	¥109,000x5x12=6,540,000
Yokohama Office	8.5 Tsubo/¥119,000	3.5 Tsubo/¥47,000	5.8 Tsubo/¥52,000	3.3 Tsubo/¥34,000	5.2 Tsubo/¥61,000	5.3 Tsubo/63,000	¥63,000x6x12=4,536,000
(Current Market Rate)	@¥14,000=¥119,000	@¥15,000=53,000	@¥13,000=75,000	@¥16,000=¥53,000	@¥14,000=¥73,000	¥75,000	¥75,000x6x12=5,400,000
Kobe Office	5.1 Tsubo/¥71,000	5.6 Tsubo/¥76,000	7.9 Tsubo/¥93,000	No own office there	7.4 Tsubo/¥71,000	6.5 Tsubo/¥78,000	¥78,000x6x12=5,615,000
(Current Market Rate)	@14,000=¥71,000	@¥17,000=¥95,000	@¥15,000=119,000		@¥15,000=¥111,000	¥99,000	¥99,000x6x12=7,128,000
TOTAL (Ad	ctual Level)						¥30,408,000 \$233,908
MARKET	ΓLEVEL						¥45,276,000 \$348,277
Other Expense (Sta	ationery/Machine Rer	ntal/Travel/Entertain	ments/etc)				
	¥122,700	¥167,000	¥145,400	¥185,000	¥265,400	¥177,000	
	\$944	\$1,287	\$1,118	\$1,424	\$2,042	\$1,363	

Note4s; Office Space is calculated basis "Total Rent Space ÷ Total Working Person".

- •The above figures of "3.1 Tsubo/¥59,000" means The Space Requied / Cost by Yen.
- The Monthly Expenses are also calculated basis "Total Rent Fee(including Heating/Lighting/etc) ÷ Total Working Person".
- ·The Unit of Space shown Japanese Standard Scale of "1 Tsubo=3.3Square Meter(34.8Square Feet ".

The above office rent is actual, of which is not refrect current market level, due to each office working since long time ago.

We, in this connection, listed up current market level as the above, if made office rent contract at now by same office.

According to the above, we decided to study the office space basis Tokyo/Osaka office=4Tsubo, Yokohama/Kobe=5Tsubo per head.

Pata -a
REQUIRED DEPOSIT OR BOND FOR OFFICE RENT

[ PER HEAN / PER MONTH ]

Items / Conpany-wise	A-Company	B-Company	C-Company	D-Company	E-Company	Total	Average	Required Deposit or Bond
Tokyo Head Office	¥1,138,700	¥1,979,900	¥680,358	¥1,371,250	¥1,814,215	¥6,984,423	¥1,396,885	¥1,396,885x14=¥19,556,390
Osaka Office	¥1,433,400	¥210,150	¥791,880	¥310,334	¥3,040,086	¥5,785,850	¥1,157,170	¥1,157170x5=¥5,785,850
Yokohama Branch	¥153,500	¥137,100	¥457,008	¥474,308	¥1,857,182	¥3,079,098	¥615,820	¥615,820x6=¥3,694,920
Kobe Branch	¥606,200	¥660,000	Own Bldg.	No Office there	¥1,833,722	¥3,099,922	¥1,033,307	¥1,033,307 x 6 = ¥6,199,842
	TOTAL DED	OSIT OR BOND	DECHIDED					¥35,237,002
TOTAL	IOIAL DEP	OSIT OR BOIL	REQUIRED					\$271,054

Notes; The above figures are actual conditions of respective company.

And the figures of the respective office are based on "actual Deposit or Bond ÷ working person" at each office.

For using as a Sample, "Required Deposit or Bond" are calculated by "the average amount x working person" on Data- -a According to the above Result, we decided ADDITIONAL COST as INTEREST FOR DEPOSI OR BOND as equivalent to

the interest in Data- .

Data -b
MANAGEMENTS' SHARE IN ANNUAL PERSONEL EXPENSES

items	A-Company	B-Company	C-Company	D-Company	E-Company	F-Company	TOTAL	Average
Number of Board	7	4	5	7	6	6	35	6
Case A, All Directors	19.00%	13.70%	18.70%	12.90%	15.00%	12.00%	91.30%	15.22%
Case B, Exclude Inter- locating Directors	3.50%	13.70%	12.70%	11.60%	11.00%	11.00%	63.50%	10.58%

Notes; According to the above result, we decided to study basis 12.5% in Total Personel Expenses for Managements' cost in respective list (Data--a/b/c).

DATAREQUIRED OFFICE SPACE/FEE (ANNUAL AMOUNT)

Case	Office-wise	Space	Required Space/Fee (per head)	Total person	Interst for Deposit/Bond	Required Annual Office Rent Fee	(REFERENCE) How much will be required if made new contract
CASE	Tokyo Head Office	4Tsubo	¥92,000x4/3.7=¥99,000	14.0	2.0 Months Rent Fee	@¥99,000x14.0 x (12+2)=¥19,404,000	@¥156,000x(4/3.7)x14x14=¥33,055,000
	Osaka Office	4Tsubo	¥80,000x4/5.3=¥60,000	5.0	1.5 - " -	@¥60,000x5.0x(12+1.5)=¥4,050,000	@¥109,000x(4/5.3)x5x13.5= ¥5,553,000
Full Container	Yokohama Office	5Tsubo	¥63,000x5/5.3=¥59,000	6.0	1.0 - " -	@¥59,000x6.0x(12+1.0)=4,602,000	$@$ \forall 75,000\times (5/5.3) \times 6 \times 13 = \forall 5,519,000
Weekly Service	Kobe Office	5Tsubo	¥78,000x5/6.5=¥60,000	6.0	1.0 - " -	@¥60,000x6.0x(12+1.0)=4,680,000	@\$99,000x(5/6.5) x 6x13 = \$\$5,940,000
	Sub-Total			31.0		¥32,736,000 ( \$251,815 )	¥50,067,000 (\$385,131)
CASE	Same as the above	Sa	ame as the above	9.0	Same as the above	@¥99,000x9.0x(12+2.0)= ¥12,474,000	@¥156,000x(4/3.7)x9x14=¥21,250,000
Conventional/	- // -	- // -		3.0	- // -	@¥60,000x3.0x(12+1.5)= ¥2,430,000	@¥109,000x(4/5.3)x3x13.5=¥3,332,000
Semi-Container	- // -		- // -		- // -	@¥59,000x3.0x(12+1.0)= ¥2,301,000	@¥75,000x(5/5.3)x3x13.0= ¥2,759,000
2-Sailing Monthly	- // -		- // -	3.0	- // -	@¥60,000x3.0x(12+1.0)= ¥2,340,000	@¥99,000x(5/6.5)x3X13.0= ¥2,970,000
	Sub-Total			18.0		¥19,545,000 ( \$150,346 )	¥30,311,000 ( \$233,162 )
CASE	Same as the above	Sa	ame as the above	5.5	Same as the above	@¥99,000x5.5x(12+2.0)= ¥7,623,000	@¥156,000x(4/3.7)x5.5x14=¥12,986,000
	- // -		- // -	1	- // -	@¥60,000x1.0x(12+1.5)= ¥810,000	@¥109,000x(4/5.3)x1x13.5= ¥1,111,000
	- // -		- // -	2	- // -	@¥59,000x2.0x(12+1.0)= ¥1,534,000	@¥75,000x(5/5.3)x2x13 = ¥1,940,000
	- // -		- // -	2	- // -	@¥60,000x2.0x(12+1.0)= ¥1,560,000	@\$99,000x(5/6.5)x2x13 = \$1,980,000
	Sub-Total			10.5		¥11,527,000 (\$88,669)	¥18,017,000 ( \$138,592 )

Notes; According to the Data, Average Office Space is Tokyo=3.7Tsubo, Osaka=5.3Tsubo, Yokohama=5.3Tsubo and Kobe=6.5Tsubo per head.

Therefore we studied basis required 4Tsubo at Tokyo/Osaka Office ande 5Tsubo at Yokohama/Kobe Office per head.

In this connection, we converted equivalent cost as the above column "Required Space/Fee"

On the otherhand, we did not counted managements when when calculated the Required Annual Office Rent Fee.

According to Japanese system, House owners required big amount of Deposit or Bond. Therefore, we also included this interest as the column "Interest for Deposit or Bond".

The (REFERENCE) in the last column is shown how much Rent Fee will be required if made contract as new Client, as now, by same office and at current market rate.