

IN STORE



FALL 2018

YOUR FIRST SOURCE FOR SELF STORAGE EDUCATION AND NEWS IN ASIA

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A central illustration shows a man in an orange cap and shirt holding a large cardboard box. He is surrounded by a crowd of grey, stylized figures, also holding boxes, suggesting a warehouse or storage facility. The man's face is highlighted in a lighter shade, and he has a slight smile.

**Beautiful, Happy
& Single!**

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you successfully
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Being single can be fun and can offer great opportunity. How? Well, you either want to stay single because you have a lot of freedom in the choices you make and opportunities you take or can grow into a couple. Heck, maybe even more!

As in life, having a single facility is more or less the same. There is a lot in store with one facility with an option to always grow to more if you wish to pursue this goal. Then again, if you don't wish, one facility is less responsibility than multiple locations so you can excel at the finer points and really make the facility stand out for customers. It is your one baby so you'll work very hard to keep it as safe, secure, and beautiful as you want.

Competing with the big guys is always the issue but if you were at our *Bangkok Self Storage Expo Asia 2018* in May and/or coming to our *Shanghai Self Storage Expo Asia* in May 2019 and/or on our LinkedIn Blog and/or even reading our SSAA In Store Magazine issues, there are a heap of solutions to keep on top of them.

Fear not singles, you are where you want to be and you have options. As British poet and teacher Warsan Shire puts it, **My alone feels so good, I'll only have you if you're sweeter than my solitude.**



Luigi La Tona
Executive Director
Self Storage Association Asia

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Single Self Storage Facilities in Asia

In the Self Storage Association Asia, we work hand in hand with big and small facilities region wide in order to help them best grow and protect their businesses. There is nothing we won't do for our members and in this In Store Edition, we wanted to feature our beautifully single members and see how they feel about the market. Below are our Single Facility members that since writing, some may have already grown!



Canaan Mini Storage



Doris Cheung | Storage Manager | Canaan Mini Storage | Hong Kong

How and why did you start in Self Storage?

We have been operating our local moving business since 1964. At the beginning of the 20 years, we did very minimal advertising and only ran business by referral. Over the years, we built a very strong customer base. Around the 90s, we received lots of demand on storage service; from short-term to long-term, from 10 boxes to over 1000 sq.ft. We listened to all these clients' requests and developed different types of storage to suit our clients' need.

What were some of the greatest difficulties to start?

When we started our mini storage, we were one of the few in the market. We relied on our own experience and intelligence to design and build the mini storage which was not very cost effective. Now the mini storage industry is much more mature and stronger. Especially as part of the member of SSAA, we can easily acquire information or advice from the association.

What are some of the most important elements to compete against the bigger operators?

The most important elements are our professional moving teams and strong customer base. Although we have only one branch in one building, we are still able to attract clients from all different parts of Hong Kong.

Do you plan on expanding? Explain why or why not.

We have never planned to expand to other Hong Kong districts. Yet, we have recently acquired another 10,000 sq.ft. in the same building. We have been in this Tuen Wan West location for almost 20 years. We see there is so much potential in this area and feel very much a part of this community. We have our vision to expand our service to this community and provide the most positive storage experience to our neighbors.



EC Storage



*Kelvin Tin | Property Manager | Prima Properties Management (EC Storage)
Kuala Lumpur, Malaysia*



How and why did you start in Self Storage?

Prima Properties Management Pte. Ltd. has been a community developer in Cyberjaya, Malaysia since year 2000. Our main business is to build office space and rent to MNCs companies. To enhance the value of our properties, we always upgrade our services to our tenants by creating places for them to 'Work, Eat, Play and Stay'. Now we provide commercial places for retails, banking, F&B, hotel, sports and recreation. Early this year, we converted one of our commercial unit into self-storage business (EC Storage) because of the demand of storage space from our tenants. The 3000 sq. ft. space

was fully occupied within 6 months and we are looking into expansion of another 5000 sq. ft. by end of this year.

What were some of the greatest difficulties to start?

Our greatest difficulties to start this self storage business is the guideline of the operation, insurance and authorities' requirement. Most of the problems have been solved after joining SSAA. We appreciate SSAA and their committed staff's assistance.

What are the some of the most important elements to compete against the bigger operators?

We do not have much competition from bigger operators. Every storage space has its advantage over its location. We are the first to build in Cyberjaya and we have this advantage over others. Moreover, we can easily convert our existing commercial space into storage area.

Do you plan on expanding? Explain why or why not.

We are expanding now, we can see this business is growing at our region. We will continue to expand until the market is saturated.

Good World Storage



Jane Zhang | Deputy General Manager | Good World Storage | Shanghai, China

How and why did you start in Self Storage?

您是如何和为什么开始在自存仓业里工作?

Our mother company – Hongkong Storage feel confidence with the future perspective of self storage industry in China. Starting from 2014, we did marketing research to the major cities in China and worked on the feasibility study report for setting up a branch in China. In the end of 2015, Good World Storage was set up in Shanghai.

我们公司看好中国大陆的迷你仓市场前景，从2014年开始对国内主要大城市进行了市场调研，并对成立分支机构进行了可行性研究报告，并于2015年底在上海成立好世界储存。

What were some of the greatest difficulties to start?

开始一个新的公司有什么困难吗?

During the setup of the new company, we faced quite a lot of challenges, lack of local law knowledge and the criteria to enter the market for example. These

spent us plenty of time and resources to overcome these obstructs.

我们在筹备建立公司的过程中，也遇到了不少挑战，比如不熟悉当地的法规和市场准入条件等，使得我们花了不少时间和资源去排除这些挑战或干扰。

What are some of the most important elements to compete against the bigger operators?

与较大型的营运商角力的时候，有那些重点是要注意的呢?

As time passed by the reform and opening up of mainland China, the consuming ability of urban citizens released. These formed up the largest group of middle class consuming group in the world. Therefore, the potential of self storage market is huge. I believe excellent service is essential plus branding and marketing can help operator stand out from the market.

随着中国大陆改革开放后，城镇居民的消费力得到释放，形成了世界最庞大的中产消费人群，所以迷你仓市场潜力非

常大，想要在这个市场脱颖而出，我相信优质的服务是关键，再配合适当的品牌宣传和市场营销方案。

Do you plan on expanding? Explain why or why not.

您们有打算扩张吗？试解释一下为什么扩张或不扩张。

Our Hong Kong headquarter formulated a development strategy for China business. According to our increasing knowledge of Mainland China market, we will open new branches at several potential first tier cities in the coming few years. We believe that the self storage tenant in China will continuously going up.

我们公司香港总部制订了国内业务的发展策略，随着我们加深对国内市场的认识，未来几年会陆续在符合我们发展条件的大城市开设迷你仓分店，因为我们相信在一段很长的岁月里，中国的迷你仓用户需要将会持续上升。



In Storage

InStorage

Edison Yap | General Manager | In Storage | Philippines



How and why did you start in Self Storage?

We develop condominiums in the Philippines, which can be classified as in the “shoebox” category. Frequently, we see our customer’s condo overflowing with their belongings, which in turn affects their wellbeing and quality of life. There’s very little space to move, much less for their children to learn and play. So we were wondering what we can do as a property developer, to create solutions for our buyers or people in similar situations. After a period of brainstorming, we decided to enter the self-storage business.

What were some of the greatest difficulties to start?

Unlike to Western Countries, Filipinos

are familiar with Self-storage. Despite the presence of other self-storage facilities in our country, it is still a big challenge for us on how we can educate and encourage them to try our facilities.

What are some of the most important elements to compete against the bigger operators?

We are very serious in following the standards set by the SSAA because we simply believe that once our customers see the quality of our product, they will surely trust us and patronize us long term. Secondly, we focus on delivering one of the best customer service experiences in the industry. Ensuring our staff are qualified, empowered to answer queries, provide service with a smile, and are equipped with the best

tools, are keys to our success.

Do you plan on expanding? Explain why or why not.

Yes. We view this as a growth industry cause more and more people are living in condominiums in space starved Metro Manila.

HOW DO YOU CHOOSE A STORAGE SYSTEM?

Could there be a tougher test for a software system than the self storage industry? Our guess is not. Change is constant. Versatility essential. And scope for growth ... a must.

Companies are becoming increasingly more dependent on the use of technology-based systems that have the ability to enhance their efficiency and provide accuracy with day to day tasks. We've researched the real, everyday needs of users, heard the headaches and wish-lists, then crafted a solution that works.

Rip Bucks started writing software for the self storage industry in 1989 and founded RADical Systems in the United Kingdom in 1992, opening our Hong Kong office in 2014. As a result, we believe we have more experience of developing self storage industry space management and sales accounting software than any other provider in Europe. Want proof? Meet Space Manager. The most feature-rich and versatile software available to storage businesses whatever your size or structure.

Make a Wish List of Features

The Self Storage Industry is about people – where staff productivity and operational efficiency are fundamental. (And with so much staff and customer interaction, it's challenging to say the least.)

Space Manager contains a host of time saving features, which include but are not limited to the following...

1. Website Integration

Space Manager can integrate with your website using our real time Web API.

2. Interactive Mapping

Our mapping system offers much more than just availability information. It's a fast track route to managing your facility and even seeing how you're doing.

3. Multiple Site Management

Space Manager allows you to link multiple sites into a single, fully integrated, centrally-managed system.

4. Sales Pack Management

The Pack Management increases control over your stock inventory.

5. Demand Pricing

The ability to offer dynamically adjusted pricing on a real time basis to your requirements.

6. Flexible Reporting

The reporting can be configured and customised, using a built-in reporting tool.

7. Software Integration

Space Manager has an unparalleled ability to integrate with other software.

Protect Your Company's Future

It's important to think about future needs when choosing your software as you want a lifetime solution and not an interim one.

You can expect Space Manager to continue to lead the self storage software systems in 2019 with a new and unique range of offerings for web and mobile. We have been developing SpacemanWeb for some time now and are confident it will meet the future needs of your business with its browser-based solution that connects to your existing database. The software has been designed to work alongside the Space Manager desktop program at no additional cost and will continue being enhanced to bring in new features.

Think About Support

You should consider support as a factor when choosing your storage program as all software needs comprehensive support behind it.

At RADical Systems we don't restrict support depending on which package you have or how much you pay. We know how vital it is your software runs smoothly. We understand the problems a malfunction can cause. We want you always to feel well-supported.

Learn more about Space Manager here

www.radicals.com.hk

+852 5801 4434

enquiries@radicals.com.hk



SPACE  MANAGER

Leo Global Logistics



*Phojchanan Niwatwong | New Business & Digital Platform Manager
LEO Global Logistics | Bangkok, Thailand*

How and why did you start in Self Storage?

We started with passion for self-storage business and strong believe that it will be a good space solution for new lifestyle. People's lifestyle in Bangkok has changed drastically in the latter years. More and more people are living in condominiums, while land & property value increased extremely. Trading pattern is focused more in e-commerce, and many SMEs business was born resulting in a lot of B2C retail customers. We believe that it is the right time to start self-storage business. Positively Bangkok is perfect for the first start. That's why we planned to open the first world class standard self-storage in Thailand. LEO Self Storage offers a variety of unit sizes from 2-30 sqm. The storage is accessible 24/7 with keycard and smart access control system.

What were some of the greatest difficulties to start?

Self-storage is quite a new thing in Thailand, but has the potential to grow. It is a new business for us too. We faced some major difficulties such as location, inexperience, and new business. Looking for the right location seems to be a solid task. Location for the first branch, we targeted on prime location in CBD and must be on the main road too. It's not easy to find one in such a busy city like Bangkok. There were also some factors we must think carefully to make decision. Next one, we have no experience in self-storage before, so we spent times to study on business and Thai market carefully. Learning from professional self-storage and using qualified suppliers was a good start. Making facility all-embracing, we always think from customer sides to ensure we can deliver great place and great service to meet their expectations. Once all done, the big challenge is how to sell it!!! We must find our target group and educate the market; What is self-storage? Why do they need it? How could we make people know LEO Self Storage? LEO Self Storage is the first one that used



social media and online marketing a lot. We did marketing & PR activity for the launch. On the other hand, this brought new consumers into the market.

What are some of the most important elements to compete against the bigger operators?

LEO Self Storage may not be the first self-storage in Thailand, but we are not a copycat. Stay on our passion and positioning is the key. Therefore, we dedicate all work aspects intentionally to give customer experience of world-class standard self-storage. Definitely we focus on high quality rather than price war and offers. Another key element for success is our people. Not only product training, our customer relations & operation team has been groomed with corporate culture

and service minded. With an integrated services, our people can make difference from competitors. They are pleased to give a sincere advice in choosing a proper unit size without crammed and provide best solutions for customers.

Do you plan on expanding? Explain why or why not.

Like other busy cities eg. Hong Kong, Singapore, Japan, we strongly believe that the self-storage business will become bigger and bigger in Thailand soon. LEO Self Storage have a plan for business expanding in accordance with market demands. For our facilities in the future, we aim at true quality, security, and great service. This will help to promote good image of self-storage business to Thailand and internationally.

Orange Self Storage



Sesha Babu | General Manager | Orange Self Storage | Bangalore, India

How and why did you start in Self Storage?

The success of the Self Storage industry and increasing income levels in emerging economies in other parts of the world i.e. USA, UK and especially in Asian Countries like Hongkong, Singapore and China have prompted development of self-storage facilities in India. The following trends have also encouraged us to start Self Storage in India

- Public awareness: awareness of the product is a major driver for demand.
- Urbanization: Urbanization is clearly a demand driver for self storage in India
- Income levels appear to be another key demand driver
- Growing affluence: Growing demand in personal self storage space in India where standards of living are rising.

In India, the Self Storage Business is in Infant stage. Unorganized warehousing and storage services offered by local movers and packers on rental basis is the predominant way of storage by B2B and B2C Customers.

In view of increasing potential for self storage and to work towards delivering excellent service to the local residential and commercial storage by leveraging on technology to attain world class standards, we have started this Self storage activity.

What were some of the greatest difficulties to start?

- **Market Survey/Study** - The self-storage market in India is still at an early stage of development and relatively unregulated it has become difficult to study the present market scenario to forecast the demand, strategic location, optimum size mix, occupancy percentage, etc.
- **Availability of leasable area and lease Rent**
- **Construction costs** - As it is our first facility, it was difficult to forecast the cost in advance.



- **Vendors** - As we have planned to construct with International standards, it was difficult to get the expert Vendors indigenously to bring those standards.
- **Financing** – Because of its newness, companies must make their own Investment to start with.
- **Management and Operations** – Operational efficiency is very key to control cost.

What are some of the most important elements to compete against the bigger operators?

There is no bigger operator in the Industry, as already said the Industry is in nascent stage. The major challenge is to establish this concept in the market and make people understand, where the dominant

players are unorganized warehousing and packers & movers.

Do you plan on expanding? Explain why or why not.

As of now the focus needs to be making people understand this new concept and shaping the industry. Expansion depends on acceptance and demand.

Pattaya Self Storage



Jan Aamlid | Owner | Pattaya Self Storage | Pattaya, Thailand

How and why did you start in Self Storage?

Friends regularly visited Pattaya and often leave a suitcase or two in our attic. Eventually, it was so full to the point that we could hardly fit in our own things. When we heard the news that the land behind our store was for sale, we did not hesitate to buy it. We hardly knew a thing about self-storage, and after some research online and information from various suppliers, Mio and I visited suppliers and facilities in Hong Kong, Singapore, Australia, England and

Norway. Without the help and assistance from a couple of suppliers, we would have been totally lost.

What were some of the greatest difficulties to start?

Since this was the first major self-storage facility in Pattaya, we had to explain to the authorities in City Hall that this facility was not a traditional warehouse, but instead it was something that would benefit the residents and guests living in the area. This took time so we ended up inviting one person from the building

department to go to Singapore so he could see how a self-storage facility operates.

This was successful and we could start making drawings of the building. We contacted a supplier in Singapore to advise us on how the lay out of the units and give quotations. We realized that no market was the same in different cities around the world and we had nothing to compare with at the time in Pattaya because most of the people weren't aware of what a self-storage facility was at the time. We received very good advice.

We had to wait and find out what the demand was. Now we have 300 lockers - some that can fit one suitcase and one bag, some that can fit two golf sets and two suitcases, others that fit golf sets are very popular due to the fact that Pattaya has around 20 golf courses. We had difficulties getting the final permission to open as the authorities were worried about who and what could be put into the units. Fortunately, we had finger scanning and the authorities agreed we had more control than most of the hotels.

What are some of the most important elements to compete against the bigger operators?

We did not really have any bigger operators in Pattaya, only some smaller ones. In Bangkok there are several, but we do not see them as competition. We felt that the most important thing to do was to take our time and do studies as well as making it right from the beginning.

Do you plan on expanding? Explain why or why not.

After five years of successfully running Pattaya Self Storage, we are not open for expanding in this area. Earlier this week we were contacted by someone owning a large warehouse located a little bit outside Pattaya. We will meet up to see if we can do something together. If we see some good opportunity, we will go for it.



Interested in buying self storage in the US?

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Storage Works

Samuel Chiu | Director | Storage Works | Hong Kong



How and why did you start in Self Storage?

We had access to several units inside an industrial building and were looking to enter an industry that offers the quickest ROI with the least management and a business that could get to the point of sustainable growth the easiest. It was obvious – storage!

What were some of the greatest difficulties to start?

Off the bat we positioned ourselves as a premium storage provider. Our biggest difficulty was attracting new customers then persuading them to store with us at a point in time when most competitors were low-cost providers.

What are some of the most important

elements to compete against the bigger operators?

Flexibility; whether its payment terms, billing cycles, contract durations or discount rates, offering prospects flexible solutions that caters to their storage needs was a main component.

Excellent customer service to compliment our flexibility. We treat all of our tenants as if they were family and the closest of friends.”

Do you plan on expanding? Explain why or why not.

Yes mainly due to the massive demand for storage in densely populated territories such as Hong Kong.

Target Storage



Robert Chan | Director | Target Storage | Hong Kong



How and why did you start in Self Storage?

Living in Hong Kong for many years, we saw the rental and purchase price of Hong Kong real estate increase every decade and average property sizes getting smaller and smaller. However, despite limited space, Hong Kong people also need “quality of life” in their living and working environment. Having affordable and easily accessible external storage for personal belongings or business goods is definitely a viable solution. This was the reason we bought our own industrial property and started a mini self storage business.

What were some of the greatest difficulties to start?

A decade ago when we started, it was a

challenge to find renovation contractors and security system companies who had any exposure to this industry and to construct our envisioned facility at a reasonable price.

What are some of the most important elements to compete against the bigger operators?

We do not try to compete with bigger operators, as the mini storage industry is a big enough industry for us all to be friendly competitors. However, by owning our own property and by installing a good security system commonly used by Banks and Jewellery shops, we give our customers the assurance that we are in the business long term and that their goods are in good hands.

Do you plan on expanding? Explain why or why not.

Our original plan was to open four locations - North, East, South and West in Hong Kong. But with soaring real estate prices, these expansion plans are on hold. Renting property to expand our business is out of the question as we do not want to be at the mercy of other Landlords.

UStore@SG



BW Hidajat | General Manager | UStore@SG | Singapore

How and why did you start in Self Storage?

Singapore G Pte Ltd went into the self-storage business quite by accident. We were looking for a real estate operation to diversify the leasing of our industrial-commercial building into, and after a market study in 2007 we converted the first 15,000 sf of our warehouse space into self-storage. Soon thereafter our self-storage business unit, U-Store@SG, grew to occupy more than 40,000 sf of our warehouse space.

What were some of the greatest difficulties to start?

In the early years, technical information was difficult to come by in Singapore. We

had to rely on market intelligence to look for even the most basic steel structure! It took us a while to get all the information we need to start our project. Things are very different now. With SSAA expos, anyone looking to start a self-storage business can get all the information and contact they need in one place.

What are some of the most important elements to compete against the bigger operators?

U-Store@SG is a niche player and we keep a close watch on our operating performance. I guess being a small operator, speed to reaction time is an advantage compared to the bigger operators. We also do not have head

office baggage to carry, and can chart our strategies freely. I must clarify that it does not mean that we disregard the KPI's followed by the industry. We tweak the established KPI's to our specific requirements.

Do you plan on expanding? Explain why or why not.

In terms of geographical and space we are not planning to expand. Ours is a niche strategy and U-Store@SG will focus on what we have to provide the best self-storage experience to our customers. We are looking at other unique service offerings to widen our scope of customer engagement.



2018



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To learn more, please visit:

www.ptisecurity.com/2018 or call +61 7 3216 5524.

SELF STORAGE INDUSTRY SNAPSHOT



19.86
million square feet

In 2017, there are 3374 facilities totaling approximately 19.86 million square feet in Hong Kong, Japan, Mainland China, Malaysia, Singapore and Taiwan

84%

Japan and Mainland China account for just under 84% of all facilities across all six markets

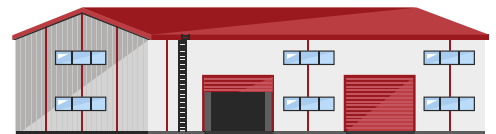


76.5%

The average occupancy level in 2017 across all six markets

0.17
square feet

The average amount of gross area per capita across all six markets, with figures for Hong Kong and Singapore respectively exceeding three and four times this level



54%

Roughly 54% of operators plan to expand their business with the core focus being the market they operate in locally

24%

About 24% of operators expect their net operating income to grow more than 10% in 2018 compared to 2017

Hong Kong

Hong Kong followed by Mainland China and Singapore are perceived to be the most attractive markets for expansion



“The Malaysian market is still at an earlier stage compared with developed markets such as Hong Kong and even Singapore. However, we anticipate that the rise of digital businesses and logistics-based businesses will increase demand for self-storage in the near to medium term. In the long term, trends point towards smaller houses, less in-house storage space and greater urbanisation, leading to steadily increasing demand for storage.”

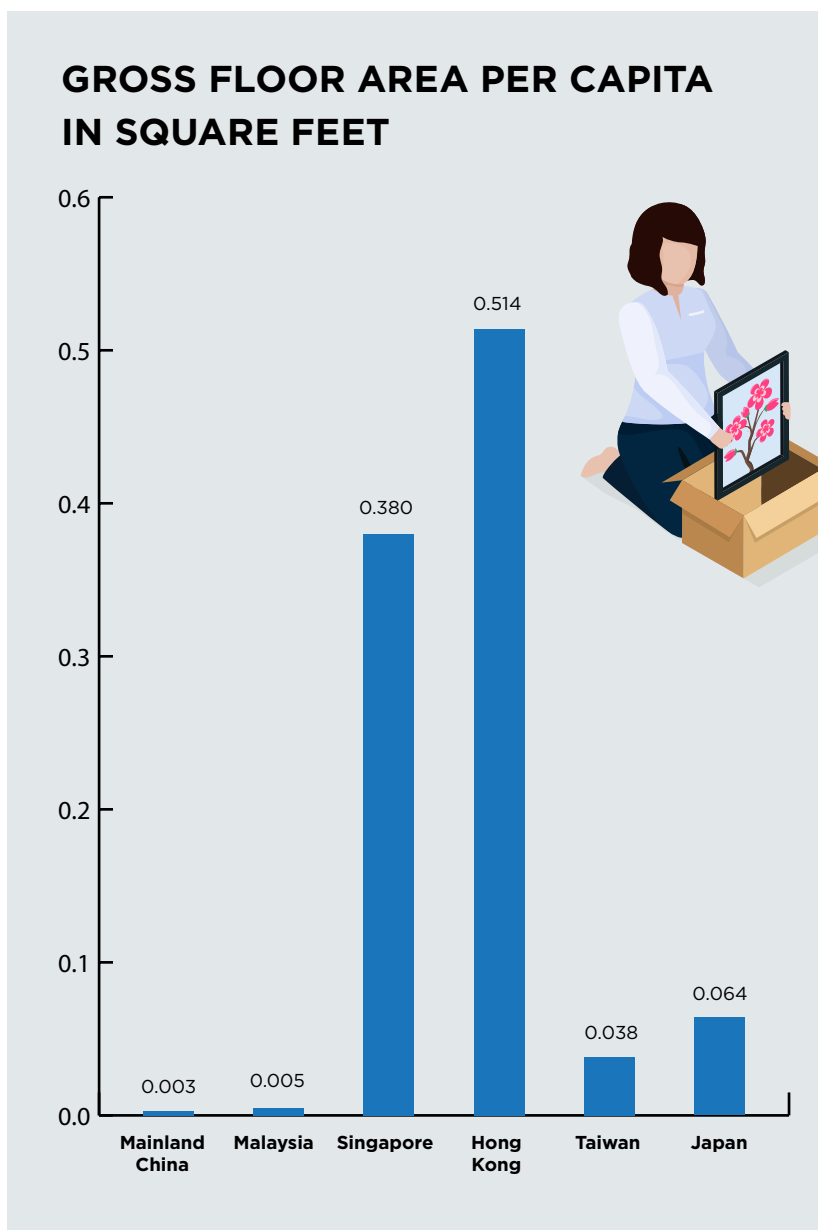
Desmond How
 Founder & Director | Flexi Storage

“Most notably, [we are] beginning to see more examples of institutional capital entering the Japan market - e.g., Ichigo acquiring Storage Plus, Heitman acquiring assets from Palma, Japan Post acquiring 20% of Palma etc. This is revolutionary in terms of credibility of the industry and valuation”

Yasuo Hagiwara
 Senior Director of Operations and Marketing | Quraz

“In Taiwan the real estate transparency has improved significantly in recent years. The [operation of] actual real-estate transaction prices database along with the property tax reform that brought Taiwan in line with international standards have significantly raised real estate market transparency. This is a big advantage for investors who want to invest in free-hold self-storage [facilities].”

Jodi Chen
 CEO | Easy Storage Taiwan



“Singapore industry growth appears to have plateaued. We do not see aggressive expansion by the major chains and even standalone facilities expansion appear to have slowed down. We may see some consolidation of independent standalone brands. There is definite oversupply within certain areas of the island.”

Helen Ng | CEO | General Storage Company

“It was a tough time for the self-storage industry in Hong Kong over the past two years, as there were many uncertainties and no quick solutions. Competition has eased slightly as many of us have been scaling down a bit to control risk.”

Alexander Chung | Managing Director | Hongkong Storage

“Thailand is a new market for self storage, however, we found that the industry has grown rapidly as lifestyle and culture has changed. Obviously, we can see urbanisation in big cities and it’s a big jump when we look back. Three to four years ago there were two main operators in Bangkok. Now, a few years later, many interested people want to enter this industry. This year we will see a lot of new facilities in Bangkok.”

Vasu Desit | Director | Leo Self Storage

“In the Philippines, aside from just not knowing what self-storage is, I’d say many potential users think of a dirty warehouse or outdoor roll-up style facility versus the modern, secure, clean facilities that a few of us offer. We get a lot of “wow, I never imagined...” from our first-time visitors.”

Sam Peterson | President | Loc&Stor 24/7



2,450

facilities in Japan²



378

facilities in China¹



369

facilities in Hong Kong



108

facilities in Taiwan



56

facilities in Singapore



13

facilities in Malaysia

Total number of facilities

After the industry in Asia (except operators in Hong Kong) experienced expansion in 2016, the past year witnessed countries in the region going their separate ways when gauged by several market performance metrics. Mainland China, Taiwan, Japan and Malaysia reported expansion whereas Hong Kong and Singapore recorded contraction in total number of facilities.

While its peers experienced negative to double-digit growth over the past year, Mainland China put up the best performance with an impressive 122.3% y-o-y expansion – the total number of facilities increased from 170 in 2016 to 378 in 2017.

The growth was also accompanied by an increase in the number of operators from 13 in 2016 to 35 in 2017. Including 10 new entrants in the Greater Beijing area.

“China’s thriving e-commerce and the high density of its urban communities might help the self-storage industry come up with new business models and directions for future development.”

*Emma Feng
CEO | My Cube Self Storage*

¹ For these countries, the number of facilities is based on Ipsos Business Consulting’s database

² The total of 2450 represent indoor facilities. This data is provided by Quraz

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Brand Representative

ATP Top 100 tennis player

盧彥勳
Rendy Lu



A large, stylized handwritten signature in black ink is located on the left side of the image, overlapping the tennis balls. The signature appears to read 'Rendy Lu'.



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迎难而上，中国自助仓的困难与学习

早期市场：自助仓的到访者并没有成为付费客户，他们总是茫茫然的问：我需要把什么东西存在这呢？

竞争来临：面对新进入的品牌，价格战成为你不得不面对的挑战；那么该如何面对价格战，稳中求胜呢？

发展机遇：资金没有像预期的那样如约而至！面对门店大量空仓，如何面对危机？



Emma Feng
CEO | MyCube Self Storage

缘起

2013年7月，美立方自助仓（下称“美立方”）的创办人冯蕾（“Emma”）和罗天媿（“Tina”）在北京创建了自己的自助仓品牌。“美立方”的“美”字代表了两位女性创业者，对行业机遇的美好愿景：让空间释放给人们带来更美好的生活！面对几乎是空白的中国大陆市场，Emma和Tina开始了国内的全面考察，一同拜访了几乎所有的中国本地的自助仓品牌，了解其他同行的营运模式及管理手法，让她们对自助仓这一

行业的发展更有信心。同年，Emma通过在美国大学交换学习的机会，参观并交流了美国知名的自助仓品牌。最终在2013年12月底，她们选址北京学院路金码大厦，开始了自助仓的中国实践之路。

作为一名自助仓行业的新手，她们明白到业务成长需要不断学习及交流。2014年3月，Emma参加了亚洲迷你仓商会成立会议，并现场注册加入了亚洲迷你仓商会，成为中国大陆第一家

加盟协会的自助仓企业。她们希望通过同业之间的互相交流、学习、支持，为其业务发展带来帮助。

起步

万事开头难，面对市场对自助仓的认知度严重不足，美立方就面对生意上的第一个困难：开业三个月，付费客户的总数不超过十个。纵然负责运作管理的Tina为保持优质服务而每天做足充准备工夫，但早期到访者并没有因此而成为付费客户，他们总是茫茫然的问：我

需要把什么东西存在这呢？甚至有人认为“私人存储”这个东西，是个伪需求。

市场不理解自助仓这个行业，团队就尽力宣传；介绍朋友、进社区、进校园、进企业，能推广的地方大家都去了一个遍。甚至推着一个带轮子的仓柜，到处宣讲。五个月过去了，情况仍然依旧。大家不明白为什么会没有客户？又为什么有了需求的人却迟迟不肯签约付费呢？

这是作为中国最早一批自助仓储行业的实践者，所面对的艰苦。

展翅

2014年5月，一位IBM的资深销售人员为美立方的销售困境解开了谜团。团队重整销售策略，宣传着重于单一的目

标消费群体。一张海报打开了高校市场的阳光大路。“60元存行李”的活动准确定位在学院路周边八大院校的准毕业生市场，并且以合理的价格定位及准确的时间推出。市场在这一刻做出了令人欢欣鼓舞的反应：2014年6月，美立方学院路店收入达到开业以来最高水平，单月收入超过十万元人民币。

正确的销售策略及市场定位，令美立方接待了近三百名来自多家高校的毕业生客户；所有仓型几乎全部出租完毕。由于第一笔收入的打底，Emma和Tina开始了新市场的开拓。紧接着，装修市场、企业客户市场、个人收纳市场，像潘多拉神秘的盒子，一个个被依次打开。所有已经快要枯萎的脸上都绽开了笑容，所有工作人员曾一度陷入“收款忙的吃不上饭”的困境！

明白市场对自助仓仍然认知不足，2014年底，美立方在第一家店学院路店召开了新闻发布会。邀请的多家媒体记者前来报道自助仓这种新型的存储形式。这在中国大陆同行中是首开先河，美立方希望透过媒体的报导让市民更多的了解和认识自助仓，使行业逐渐被市场接纳。藉此为自助仓行业的发展开辟更大的商机。

做生意岂能一帆风顺，第一个困难才刚刚过去，美立方又要面对市场竞争的挑战。由于价格原因，美立方手里的客户开始流失到较为平价的OK迷你仓。本来了解自助仓的人就少，带着需求来咨询的人又非常有限，而美立方却因为定价偏高让客户从她们手里流失，甚至就在学院路周边的客户被OK迷你仓一车一车的拉走，装入他们的仓柜中，团队对流失了这么多客户深感惋惜。

除了价格战外，还有没有其他的生存方法呢？于是美立方想出了与OK迷你仓合并！Emma和Tina认为没有规模效应，单枪匹马谁都很困难成功。OK迷你仓有着强大的执行力和线上推广的能力；而美立方则对行业的深刻理解及对未来准确的判断，基于互补性的需求，赢得了合作方的认同和跟随。至2015年4月，美立方第二家店北苑店开业时，美立方通过并购一共拥有四家自助仓门店，开始了连锁化运营的尝试。

那是美立方迎来了第一个鼎盛时





18家门店, 连锁经营!

期：他们创造了四个月租满北苑店80%的记录；中国迷你仓年轻的实践者们，开始尝到了创业的甜头。

折翼

为了令业务有更多资源的发展，2015年7月，Emma携四店骄人成绩向自己的老东家同方创投寻求融资，以求更大规模扩张。彼时，国内创新创业热潮高涨，热钱四处洒金。以TMT为风口的创业大潮为几乎所有的创业者和投

资者点了一把大火。自助仓项目自然也不想错过这个风口！大家都寄希望在这一轮投资风口上，将中国的自助仓推上一档。为了迎合资本对规模的追求，美立方顺利得到融资，扩展业务。2015年12月，美立方自助仓通过股权置换的方式，并购了体量比她们大一倍的万福金安自助仓储，这也是当时在行业中被称为“蛇吞象”的一次大胆并购。美立方自助仓在2015年底一举成为行业中存储面积和门店规

模最大的私人存储公司，总共拥有12家门店，一万五千平米的存储面积。当Emma和Tina被同行们屡屡称颂的时候，潜在的危机已经悄悄来临。

同方创投的资金并没有像预期的那样如约而至！如此大体量的存储面积立刻面临着运营成本超过营业收入的困境，美立方公司的自给自足在并购的门店大量空仓的现状下，变的遥不可及！美立方的运营管理团队突然清醒的意识



到一个问题：把所有的仓都租出去，公司才有活路！等资本的垂青，他们可能都活不到那一天了。于是，美立方的管理者们一头扎进了自助仓运营管理出成效的目标里。

蓄能

在前所未有的运营压力之下，比起创业之初的举步维艰，如何让12间店从出租率不足40%提升起来，成为了2016年初美立方自助仓最大的挑战。

2016年，北京的自助仓市场已经稍有普及，行业的参与者也越来越多。市场的扩大和品牌间的竞争同时存在，管理层团队明白需要建立更有效率及条理的营运模式，才能令销售增长。千军万马的管理是从一个个电话管理开始的！Tina的政策就是不放任何过一个咨询！每一个呼入的电话必须在美立方获得转化。美立方创建了自己的400呼叫中心，四名400呼叫中心的同事，24小时服务客户，4

部座机和8部手机与她们如影随形，以确保每一个打入公司的电话绝不漏接，响铃三秒之内必有人接听的工作标准。Tina还创建的公司对待客户的统一模式，使得400工作有了统一的话术标准，美立方拥有了一张一致对外的“脸”！

这支在自助仓行业中已经历练三年的团队，历经了两次重组，已经磨合的相对成熟！团队近40人，对门店的管

理疏而不漏，客户接待细致入微，对私人存储需求把握准确，对客户入仓时机和价格水平拿捏到位！尤其是在销售信息的统计和分析，已经分解到不可再细的地步。

- 每天，400中心会从后台查询所有呼入电话，检查接听率，计算转化率，测算接听成本；监听电话录音，设定跟踪时间和跟踪策略。
- 每天，店内会统计到访记录，信息来源渠道，存储客户类型，需求仓型种类。当日的新增客户数量、消耗的仓

储体积、创造的租金收入，同理续租和退仓的相应数据；并汇总到公司总表中。

- 每周，各店长需亲自到总部汇报工作，业绩成绩，所遇问题及计划解决方案，下一周的营销策略，预期结果和所需支持。门店之间按可比数据进行排名，统一对差的门店进行帮扶。
- 每月，区域之间要进行经验分享，交换彼此的区域特征，应对方案及结果呈现。有的区域在处理到期未退仓客

户上取得了卓越成就，迅速就可以在全公司门店得以推广；有的门店在客诉上遇到了难题，其它区域便协同资源，共同寻求客户谅解，提供更多的补偿方案。

- 每季度，他们要做优秀门店和区域的评选，颁发锦旗和奖金。每个区域都预留团队建设费用，哪怕只是一顿饭钱；每季度，公司都会聚会，K歌喝酒自然不在话下，密室逃脱、集体包饺子、拓展训练，都是一次次团队精神的凝聚。

亚洲
迷你仓展
上海
2019

上海
2019年5月15-17日

约定您

如欲了解赞助详情，联络 Luigi La Tona
(luigilatona@selfstorageasia.org)



优质服务以及客户数据的掌握，令客户满意度增加，销售收入得以有所增长。空仓率的问题也大大改进。就是这样，由2013年刚成立自助仓到2017年，四年间，公司从零拓展至15间店，年收入达2000余万。虽然在经营上面对种种困难和挑战，但凭着不断在困难中学习，吸取教训及大胆创新，让危机变成转机，令美立方的业务得以发展，并再创高峰。

待发

2018年，中国自助仓迎来了许多新的契机：房地产基金正式投资进入自助仓行业；持有地产的租赁地产的自助仓形

式都在获得双向增长；境外资本正在积极接洽国内优秀的运营公司，寻找合作机会。亚洲迷你仓商会2019年将首次在中国召开。全国自助仓行业的门店总数超过200家，全国拥有不同的自助仓品牌约60家。除去北京、上海、深圳、广州等超级城市，自助仓正在一级城市天津、南京、杭州、成都、武汉等地开始萌芽和发展。

一个崭新的行业，需要执有真实梦想的领袖，和一个勇于创新、敢于实践的团队，在恰当的市场机会中，为行业的发展和公司的进步砥砺前行，才能共赴美好未来。愿中国自助仓行业的从业



者们，不忘初心，牢记使命，共同将中国自助仓建设成为全球最具魅力的自助仓储市场。

Country Insights:

India

Devak Davda | Co-founder | Space Valet



How do you see the current growth of the industry in India?

The industry is in a very nascent stage in India. Unorganised warehousing/storage services offered by local movers & packers is still the dominant way most people can access storage space. Due to lack of data, it is extremely challenging to estimate market sizes or demand trends. This will happen once the industry has operated in the country for 1-2 years. Having said that, through market/customer surveys and informal sources we see a sizeable demand for self and managed storage services. As disposable incomes grow, and cities become increasingly crowded/dense, this demand will only increase.

What future opportunities do you see for the industry to grow into?

India has over 75 million people living in the top 15 cities alone. While it is early to gauge future opportunities in the industry, the population density in most of these cities show great potential for the Self-Storage industry. The focus, right now, must be on providing self and managed storage services in line with international standards set out by the SSA, SSAA and standards prevalent in other countries. India is a unique market and shaping the industry in the first few years is crucial to its success. The first-mover companies must ensure they do this responsibly.

How many new entrants to the industry were there in 2017 that you were aware of and how many are you aware of coming in 2018?

2017/2018 saw not more than 3-4 entries that we are aware of, but also some exits/ revaluation of business models. Not all new entrants offer self-storage as it would be defined by the SSAA. These are mostly B2C storage services in shared warehouses, palletised storage centres and other storage models. There may be multiple smaller informal storage providers that do not appear on the radar. India is witnessing a huge e-commerce, mobile data services and logistics boom



and therefore the focus has largely been on B2B warehousing, fulfilment centres and distribution hubs. So while the number of Self-Storage operators have not drastically increased, the awareness of such services is getting better.

How has the competitive environment developed over the past year? – There is very limited data to comment on the competitive environment

- **Has it become more price competitive?** – It is too early to tell. India is always a very price sensitive market in all aspects and players are very aware of that.
- **Has the number of facilities been increasing in the key areas where you operate?** – We have not seen any significant increase in facilities
- **Has the lease cost increased significantly, making your business more difficult?** – Lease rates are already very high in Mumbai and other Tier 1 cities, which makes location a very critical choice not just from the perspective of distance to the customer, but the trade-off between distance and pricing. We don't see lease rates increasing significantly in the near future.
- **Have you had to increase your costs? If yes -why?** Too early to comment

What has been your strategy to engage and educate customers?

– Customer engagement is primarily through direct marketing, brochures, referrals, social media and word of mouth. Implementation of large scale advertising will still take time as and when we project an increase in conversion rates. Building trust towards the brand is one of the primary goals when we engage with customers.

- **Do you feel you have been able to successful convert new customers? If yes – how?** – Most of the efforts go into educating customers and selling the concept of self-storage, not just to avail of storage services from us. A large portion of the customers appreciate the level of service and high standards of our facility which helps the conversion rates.
- **What is the biggest misunderstanding you believe customers have about self-storage?** – Customers are not aware of self-storage as a concept. The biggest challenge is to educate the customers on how the industry works, how their interactions with storage operators will be and a reassurance of the safety and condition of goods in harsh Indian climate. Changing customer mindset from 'shared warehousing space' to 'self-storage units' is the focus.

Do you believe it is more relevant to open smaller or larger facilities in your market?

– Since the market is at an early stage, smaller facilities make more sense to gauge the market. Large facilities require significant capital expense and may not justify the ROI period. Secondly, larger facilities within city limits are extremely expensive and it may not be prudent to invest so heavily while the market is still in an early adoption stage.

- **How long does it take on average to fill a facility?** – This depends on multiple factors and we don't have the data to put a number on this yet

Country Insights:

South Korea

Junghwoan Kim | Co-Founder | daLock



How do you see the current growth of the industry in South Korea? The topic should be set bounds to the personal(retail) customers.

The link between storage and housing market in Korea is very strong. There are few unique characteristics in Korean housing market. First, Koreans are not familiar with paying the monthly rent for housing, since there is payment plan called “Jeonse”. Jeonse is a long-term lease (mostly 2 years and renewal) which tenants deposit 60~80% of house price and get refund when the contract is expired. Therefore, the real estate price gear with interest rate and government policies while lenders hold large amount of deposit.

Second, logistics and communication technologies in Korean market is really strong and customers are used to order everything in smartphones and get them in sight in at least 1-2 days. This means customers for storage market likely to cloud do with delivery and mobile access to everything.

It is difficult to guess the forecast of industry since it's passing the early stage. However, we can take wide guess that more customers in Korea will pay attention to valet storage model compared to other country. Regarding the Jeonse issue, the perception of young generations are slowly changing.

What future opportunities do you see for the industry to grow into?

- The change in perception of renting space rather than owning
- The speed of gentrification in central area of Seoul
- Government policies for the real-estate market
- Merge of logistics and communication technologies with self-storage

How many new entrants to the industry were there in 2017 that you were aware of and how many are you aware of coming in 2018?

- Few big companies have come in and out (3-4) and also large E&C companies and developers are looking



Junghwoan Kim

at storage market since they need to be differentiated from competitors by supplying storage services in apartment housing market.

- Small suppliers tend to split between self storage model and valet storage model (would say 40% vs 60%). In 2017, small companies and start-ups were booming in logistics market with IOT and O2O. However, the portion of self-storage in logistics market is still very small. In 2018 and after, we expect more big companies which already running in other industry such as Logistics / Delivery / Real-estate / E&C to join the market and will be a threat to traditional previous storage companies. They will likely to join the market with low-price with economics of scale, and also with high technology devices which they already have been applying to existing customers in other industry.

How has the competitive environment developed over the past year?

- **Has it become more price competitive?** Korean market yet has average or stable price especially in Seoul. The price of storage utilities mostly gears in line with local real-state price. Thus the price is more dependent on the price of near real-estate price not the competitors yet.
- **Has the number of facilities been increasing in the key areas where you operate?** Like any other market, new comers gravitate towards the center of capital. Almost every facility is concentrated in Seoul or boarder line of Seoul. Some storages are in Busan too.
- **Has the lease cost increased significantly, making your business more difficult?** Lease cost in Seoul has never been going down. Also, companies usually have to deposit average of 10 times to monthly fee to lease in Korea. The government know well of the issue and trying to stabilize.
- **Have you had to increase your costs?** If yes -why? It has to be linked with lease cost and the lease cost closely link with region's real estate price which fluctuate with government's policies and speculation in central area.

What has been your strategy to engage and educate customers?

- **What is the biggest misunderstanding you believe customers have about self-storage?** Old generations have strong beliefs in rise of real-estate value because it has never failed in Korea. They want to own the space rather than rent paying for the monthly fee. However, young customers are now more comfortable paying for the rent of space (not owning) for living including house and storage. Customers in real-estate markets are changing but seems slower than the forecast.

Get Ahead of the Competition with Online Rental/Payment Tools



Steve Lucas
Chief Operations Officer
The Storage Group

Today, over 2.3 million people across the world use smartphones and more than half of all internet traffic is from mobile devices. People are busier than ever and recent mobile trends prove it.

Consumers in Southeast Asia spend more time on the mobile internet than any other market. On average, consumers in Southeast Asia spend 3.6 hours per day on the mobile internet. Thailand leads the pack with 4.2 hours per day, followed by Indonesia at 3.9 hours per day. For context, the US spends an average of two hours per day on the mobile internet.

There has never been a greater need for mobile-friendly websites that can drive business on-the go.

Responsive Websites:

The first step in improving your self storage facility is by utilizing a responsive website.

A responsive website refers to a website that perfectly adjusts to a variety of devices including tablets, smartphones, laptops, and desktops. Users don't have to manually "pinch and squeeze" their smartphones to view their screens in a clear format. With responsive websites, one update automatically adjusts the site on all devices and creates an all around, optimal experience.

Google prioritizes responsive websites and considers mobile-friendliness a factor in its rankings; this is known as mobile first indexing. In order to increase online traffic and to appear on first-page results, your website must be compatible to fit with mobile devices.

According to Research Gate, 85% of adults think that a company's mobile

3.6 hours

On average, hours per day consumer spends on the mobile internet

website should be as good, if not better, than its desktop version. Therefore, it's critical to prioritize your mobile presence, making sure your website maintains a clean, organized layout on all devices.

The design of your website directly affects mobile-user engagement. Around 94% of people deem a website trustworthy or not based on web design alone. Similarly, 8 out of 10 customers would stop engaging with content if it stopped displaying properly on their device. If your website is difficult to navigate or look at, you're losing big business. Customers want a seamless experience across all devices; this does not mean the same experience across all devices. A user should be able to view a website on their laptop and resume their online session straight from their smartphone

without confusion. The layouts might be different-- as they should on different sized devices-- but the quality of use and overall experience should not change.

It's important to note, however, that not all apps are created equal. As times are changing, so must the way you do business. Imagine still handling business the way you were 10 years ago. In 2008, Apple had just come out with the "App Store" changing the way that mobile app developers got software in the hands of consumers. While traditional web apps were the newest and most innovative technology at the time, web apps have come a long way since then.

Progressive Web Apps- Enhanced Mobile Technology

A Progressive Web App (PWA) is the newest technology developed by Google that combines the best of an app and a website into one all encompassing platform. Faster, integrated, and engaging, a Progressive Web App allows your storage facility to reach a larger audience of people than ever before. Through an interactive experience, tenants have the ability to engage from any digital medium, in any location. You





no longer have to choose between website and app because, with a Progressive Web App, you get the best of both worlds.

Technology continues to advance and if your company isn't paying attention to the change, you're going to get left behind.

Online Rentals and Bill Pay

According to the International Labor Organization, people in Asian nations work longer hours than people on any other continent, racking up more than 48 hours a week. For people who are constantly "on-the-go," flexibility and convenience are most likely big factors in determining which companies they

will give their business to. Therefore, flexibility and convenience need to be central to your business plan.

For self storage facilities, the key to attracting potential tenants is by making use of an online rental and payment tool.

Online Rentals

The convenience of an online rental tool allows tenants to move-in on their own time through 24/7 available rentals/bookings/reservations. No longer do people have to get in a car, drive all the way to the nearest facility, and wait in line to rent a unit. Tenants can rent a unit and solidify moving plans from the comfort of

their home, office, or any location of their choice. This is particularly appealing to people with busy schedules who aren't available during the typical 9 to 5 operational hours.

Making use of an online rental tool is also helpful for your facility's staff. Because self-storage facilities rely on smaller staffs, the ability to effortlessly rent out more units becomes even more important. Out of facilities that currently offer online rentals, 44% of their rentals/reservations are made during closed hours. This is a chance for you to increase revenue even while you are out of the office! With more rentals happening

online, your staff will have more time to take care of the day-to-day operations during working hours.

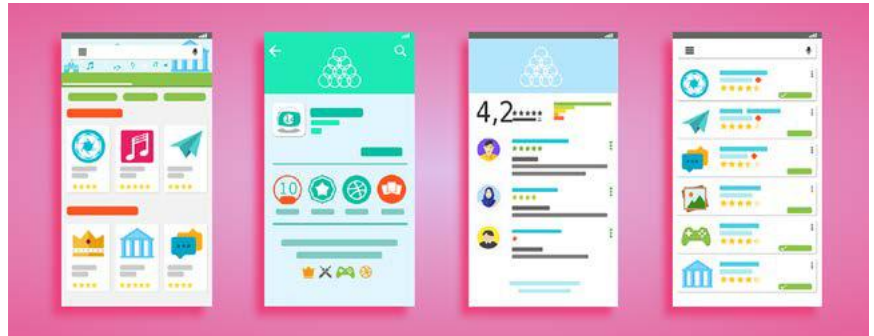
Online Bill Pay

In addition to online rentals, another important feature your website should utilize is online bill payment for tenants.

Southeast Asia is one of the fastest growing emerging smartphone markets in the world, with roughly 90% of all internet use being conducted from smartphones. Considering the amount of time spent on their mobile devices, it makes sense that 44% of Asian consumers prefer to use online payment methods.

According to V12 Data, one-fifth of millennials have never physically written a check to pay a bill. With the option of online bill payment, you are reaching a larger audience and appealing to younger group of people who maintain an active, online presence.

Through clear call-to-action (CTA) buttons on your website, performing an online bill payment is easy and intuitive



for people of all ages. These buttons show potential tenants what comes next in the process and serve as a mile-marker in a customer’s journey. This beats trying to pay a bill over the phone or having to drive all the way across town to make a payment in person.

With online bill pay, your chance of getting paid on time increases, saving you from the stress from trying to find the tenant behind on his or her rent This online payment system also allows facility

managers to plan out income in advance.

The importance of online presence cannot be stressed enough. By utilizing a responsive website, online rentals and bill payments, your facility will beat the competition when it comes to convenience and ease in customer service.

JOIN TODAY
Become an industry influencer

WHY BECOME AN SSAA MEMBER?

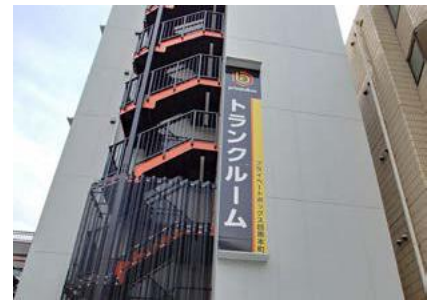
- ★ Free pre-vetted rental agreements for storage owners
- ★ Free introductions
- ★ Industry standards, reference guides, and government advocacy
- ★ Exclusive rates to informational and networking events
- ★ Free listings on SSAA directory
- ★ Free trade magazine and regional research
- ★ Exposure and Marketing

**Contact Luigi La Tona (luigilatona@selfstorageasia.org) for more information
Visit www.selfstorageasia.org**

Self Storage Business in Japan: Creating New Value as a Service Industry



Tokuo Yoshida
Executive Director | Rental Storage Association



In Japan, the self storage industry is developing well however there will always be ways to improve.

The market size of the storage service business for general consumers (a deposit contract or a renting contract storage service by registered warehouse company) is about 62 Billion JPY and the number of facilities is about 9500 (indoor and outdoor) in Japan (2016).

Renting storage services is growing at a faster pace than ever. The number of rooms is about 437K, it is 0.8% of number of households in Japan, meaning among 1 out of 130 household is using the service.

The biggest number of facilities and rooms are in the capital area (Tokyo, Kanagawa, Saitama, and Chiba prefecture), which counts 60 % of the total. There are more than 50k rooms each in Tokyo, Kanagawa, and Saitama. However, the storage service facilities and rooms are increasing even more in the other area of Japan.

Per the statistics by Rental Storage Association (RSA), the market size of the rental storage service is forecasted to expand stably until 2020, year of Tokyo Olympic games. After that the new operators may enter the market. With greater competition, the requirements of the customers are slightly changing. In the past, the important factors were



<Low cost > and < Closer to their home or office >, but recently < Cleanliness > is becoming also a key point.

For example, when the engineering farm needs space to store their tools, they may prefer closer and low cost containers where they can park cars next to it. However, for the general consumers, the cost is not the most important. They use these spaces for storing off-season clothes, household electric appliances, leisure goods, collections, as well as articles of the deceased. To store these goods, a

facility location, closer to their home is still important though, they prefer a clean and air-conditioned inside a building place even if may cost a bit higher.

Features of Self Storage business of Japan

1. Most of it is a leasing-based business model but many are recently changing to asset holding or asset utilization type.
2. Average rental space per room is 2.5 square meters.
3. Customers who intend to use storage are looking for a facility nearby home or office.
4. Facilities are mainly unmanned
5. Internet web contracts are expanding.
6. Expansion of facilities in local area.

Business Improvement

1. In order to utilize vacant buildings, in particular ease of building purpose change. (Deregulation of Japanese law)
2. Improvement of facility specification of out-door storage. (container type)
3. Standardization of business management system.
4. Leveling of rental fee guarantee system.
5. Version upgrade of insurance system.
6. Establishment of evaluation Valuation Criteria for storage facility
7. Efficiency improvement of work and labor saving of equipment.

RSA & SSAA Helping the Self Storage industry in Asia grow



The Rental Storage Association (RSA) and the Self Storage Association Asia (SSAA) are proud to announce a closer working relationship in order to better inform each other's members for greater collaboration and market awareness.

Both the SSAA & RSA have requests from their members for greater knowledge about the industry region wide. For this, we believe closer alliances between the RSA and SSAA will be important to help serve the regional industry...completely.

Both organizations are excited about this opportunity as we look forward to helping our members grow stronger and more well informed throughout the region!

We're stronger together!



STEEL STORAGE

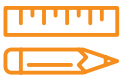
THE LEADER IN SELF STORAGE DESIGN & CONSTRUCTION

THE LEADER IN SELF STORAGE DESIGN & CONSTRUCTION



Consulting

Early consultation will ensure that the very best self storage facility is built to suit your budget and deliver optimised income.



Design

Our in-house design team can design your self storage facility with the best unit mix to appropriately satisfy market demand.



Manufacture

By manufacturing core products internally we are able to provide unique product solutions, control quality and offer market leading warranties.



Innovation

Our commitment to research and development ensures that our products continually provide clients innovative self storage solutions.



Installation

Our installation teams have many years' experience in the installation of all components of a self storage facility including units, services and access control.



Support

Our work doesn't stop when a project is complete, we have dedicated support staff to assist you with your self storage facility.

YOUR TRUSTED STORAGE PARTNER

PLEASE CONTACT
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WITH ANY ENQUIRIES

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