
GENERAL BREXA Technology Develops AI Service that Acts as a "Strategic Advisor" for Store Managers

"aimana," an AI Service for the Food Service and Retail Industries, Suggests the Next Move Based on Business Data

GENERAL BREXA Technology Inc. (hereinafter "GBT") has developed "aimana," an AI service that analyzes sales and business data to identify operational issues and concrete improvement measures. GBT is a GENERAL Group company that is responsible for the Group's solutions and human resources businesses*1.



"aimana" logo



Accessible using current terminals

In the food service and retail industries, there is a growing need for quick, data-driven decision-making due to labor shortages and the expanding store networks. However, in many cases, the development of specific strategies still relies on the individual experiences and intuition of store managers and staff. Furthermore, existing BI tools*2 are not being fully utilized. This is because it is often difficult for them to interpret various metrics and translate those data into concrete improvement actions.

"aimana" is a proprietary AI service developed by GBT that analyzes data such as sales, customer traffic trends, and turnover rates. This allows the users to identify the issues and provide actionable insights on what to do next to drive sales growth. "aimana" utilizes a knowledge base of the Group's operational expertise in the food service and retail industries accumulated over 30 years. Combined with RAG technology*3, this service proposes effective strategies for improved performance in response to changing factors such as fluctuations in customer traffic. Through these insights, "aimana" acts as a "strategic advisor" for store managers, supporting their daily business decisions. Furthermore, this service is designed for ease of use, allowing frontline staff to quickly review the data for decision making without conducting special analysis.

Since January 2026, "aimana" has been implemented and utilized in approximately 40 stores operated by a major restaurant chain. Going forward, GBT plans to enhance the service's effectiveness based on the usage data from this restaurant chain. GBT is also considering adding and expanding different features to meet the needs of the entire organization.

Through "aimana," GBT aims to advance management support in the food service industry while creating a new operational model where people and AI collaborate. This is part of our efforts made under GENERAL Group's new slogan, "Creating a Life Conditioner." We are committed to achieving a society where those in the food service and retail industries can thrive, and customers can enjoy a comfortable experience.

【Comment from Kaoru Inoue, President and Representative Director of GENERAL BREXA Technology】

Due to recent trends such as a declining birthrate, aging population, and advancements in digital technology, our society is undergoing a period of significant transformation. This requires us to adapt to new ways of work and changing consumer behaviors. In this context, we developed "aimana." We thought it was essential to create an environment where every individual working in the food service and retail industries can confidently demonstrate their abilities. We believe that "aimana" will foster a new work culture that enhances the atmosphere of each store. And hopefully, this will lead to creating experiences that make the customers feel that they want to visit the store again.

- *1 GBT's core businesses are engineer staffing (technical personnel dispatch) and contract services (software and system development). Based on our philosophy that human resources are a company's most valuable asset, we refer to them as "人財" (jin-zai).
- *2 Business Intelligence (BI) tools: Tools that support operational improvements and sales growth by collecting, analyzing, and visualizing data such as sales figures, customer demographics, visit times, and order details.
- *3 Retrieval-augmented generation (RAG) technology: Technology in which AI automatically searches for necessary information and generates answers or proposals tailored to specific issues based on accumulated knowledge.

Origin Behind the Name "aimana"

"aimana" is a portmanteau of "AI" (artificial intelligence) and "manager." The name also embodies our aspiration to "develop an AI that supports daily business decisions with love ('ai' in Japanese)." This symbolizes our future-oriented vision of a management approach where people and AI collaborate to achieve better operations.



"aimana" official mascot

Main Features of "aimana"

1. AI-powered analysis and advisory

GBT has developed a knowledge base that incorporates: GBT's industry expertise accumulated through its solutions business for the food service industry, practical knowledge from top-performing store managers, and information such as store locations and sizes. The AI uses this knowledge base to perform a multi-faceted analysis of each store's performance and operational data. Furthermore, by leveraging RAG technology, the AI suggests future possible actions, such as what should be improved and what to do next. Analysis results and advice can be generated with simple operations, making the system intuitive for any user.

2. Visualization and sharing of operational instructions

Operational instructions from headquarters and store managers are displayed clearly, and the AI organizes and presents them by priority. This makes it clear what to do next even during busy hours, allowing store staff to focus on their tasks with confidence. In addition, progress is updated in real time, allowing headquarters and area managers to monitor the situation and provide timely support.

3. Utilization of data to streamline store operations

By automatically aggregating and visualizing performance and operational data, headquarters can check the operational status of each store at a glance. As a result, they can identify anomalies and shifts in trends in real time, enabling them to make swift, accurate decisions and give improvement instructions.

4. Reporting and making requests to headquarters

Stores can easily submit reports and support requests to headquarters directly from the system. High-priority items automatically generate notifications, allowing headquarters to immediately grasp the situation and respond promptly. Furthermore, the accumulated history of these interactions can be leveraged as organizational knowledge.

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URL : <https://www.generalww.com/jp/gbt/index.html>
Investment ratio : GENERAL Inc. - 60%
BREXA Technology Inc. - 40%

【Trademarks】
"aimana" is a trademark of GENERAL BREXA Technology Inc.

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