

2015FY Semi for Junior Outline

Objective:

1. Learn basic marketing theories and their practical application through marketing projects.
2. Contribute to local businesses through working on these marketing projects.

Marketing Projects:

1. KK Physeron Promotion project
2. Yumihama-kasuri revitalization project (market opportunity identification)
3. Inshu-washi revitalization project (market opportunity identification)

Deliverable:

1. KK: Physeron concept sheet that defines key physeron benefits
-> Presentation to Naito-san on July 2015
2. Yumihama: Proposal on market opportunity on Yumihama-kasuri
-> Presentation to key stake-holders on Nov to Dec 2015
3. Inshu: Proposal on market opportunity on Inshu-washi
-> Presentation to key stake-holders on Nov to Dec 2015

What to do

1. Strategic goal setting -> R&E -> WHO -> WHAT

Time	Stage	Activity
April	Introduction	
May	R&E	
June	R&E, Goal setting	Interview w/stake-holders Collect reference cases in the same industries and different industries (Kurume, Ichihata-hanfu, Kaneko, etc) Define what the market size should be for Yumihama/Inshu
July	WHO	Interview w/current users and potential users - Who are current users, potential and non-users? - What Yumihama/Inshu mean to current users? - What Yumihama/Inshu mean to potential & non-users?
		KK: Concept development Presentation to KK Naito-san
		Yumihama: Creator Interview: w/Goto-san, Nakamura-san, Butsusaka-san done Customer interview: w/TUES staff done
		Inshu: Creator interview: w/Nakahara-shoten Retailer interview: w/Inshu-ya
Aug		
Sept		
Oct	WHAT	How should Yumihama/Inshu be defined in terms of their benefits? How can they meet needs of potential users?
		KK Leadlet development
		Yumihama: Customer interview (Kumamoto & Tokyo) Customer interview w/Tues staff and others
		Inshu: Meeting with Nakahara-shoten
Nov	Pref. for prese.	
Dec	Prese.	Prese to key stake-holders and Machinaka-C

2015FY TUES Isono Marketing Semi for Junior Work Summary

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Work Done by July 2015

KK Physeron

- Debriefed by KK Naito-san on the Physeron project
- Developed and proposed a concept sheet idea to KK Naito-san.

Yumihama-kasuri

- Background research done – resource and environment
- Debriefed by Isoe-san at TT Butsan-association
- Interviewed creators – Goto-san, Nakamura-san, Butsusaka-san
- Interviewed potential customers – TUES staff (FGI)

Inshu-washi

- Background research done – resource and environment
- Debriefed by Isoe-san at TT Butsan-association
- Interviewed creator – Nakahara-san (Nakahara-shouten)
- Interviewed retailer – Inshu-ya

Findings

KK Physeron

1. Need of a leaflet that explains the detail of Physeron based on the concept sheet and the materials developed last year.

Yumihama

1. Products are expensive, yet there are customers who appreciate the quality and loyal to Yumihama.
2. Creators are not like stereotypical creators. They appreciate technology advancement, and are eager to use them when they help improve the quality. They do not just stick to tradition.
3. Yumihama-kasuri cannot go after Kurume-kasuri due to the resource limitation.
4. All the creators are not well clear on their customers – why they are so loyal to Yumihama.

Inshu

1. Nakahara-shoten is focusing more on making paper for interior than for shodo (calligraphy). They have the superior paper-making skill which major national lighting makers, design professors, overseas creators appreciate.
2. But the profit gained seems not well balanced to the quality built.
3. Inshu-ya, a major local paper retailer, is focusing their business on shodo-paper and not only dealing with Inshu-washi. They find Inshu-washi less competitive to other washi. Therefore, they are less working with local paper creators such as Nakahara-shoten.

Next step

KK Physelon

- To develop a leaflet for Physelon based on the concept sheet. (in Oct)
- To feature it on KK HP etc. (in Nov)

Budget needed

- For the cost to print-out the leaflet – to be covered by KK

Yumihama

- To extend customer understanding, exp. loyal customers (at Kumamoto & in Tokyo, etc.) (in Oct.)
- To integrate insights on customer perception to Yumihama and present findings to key stakeholders at Yonago or Machinaka-C. (in Nov to Dec)

Budget needed

- For the cost of trip to Kumamoto for the interview (two students) - 40,000 yen / person x 2
- For the cost of trip to Tokyo for the interview (two students) - 40,000 yen / person x 2

Inshu

- To develop a plan for presentation of Nakamura-shoten work (in Oct to Nov)
- To run the presentation at Machinaka-C or somewhere else. (in Dec)

Budget needed

- (- To be determined after meeting with Nakahara-shoten)