

Hayama-Colony inc.

To expand the popularity of +ONE. brand and sales promotion in Japan

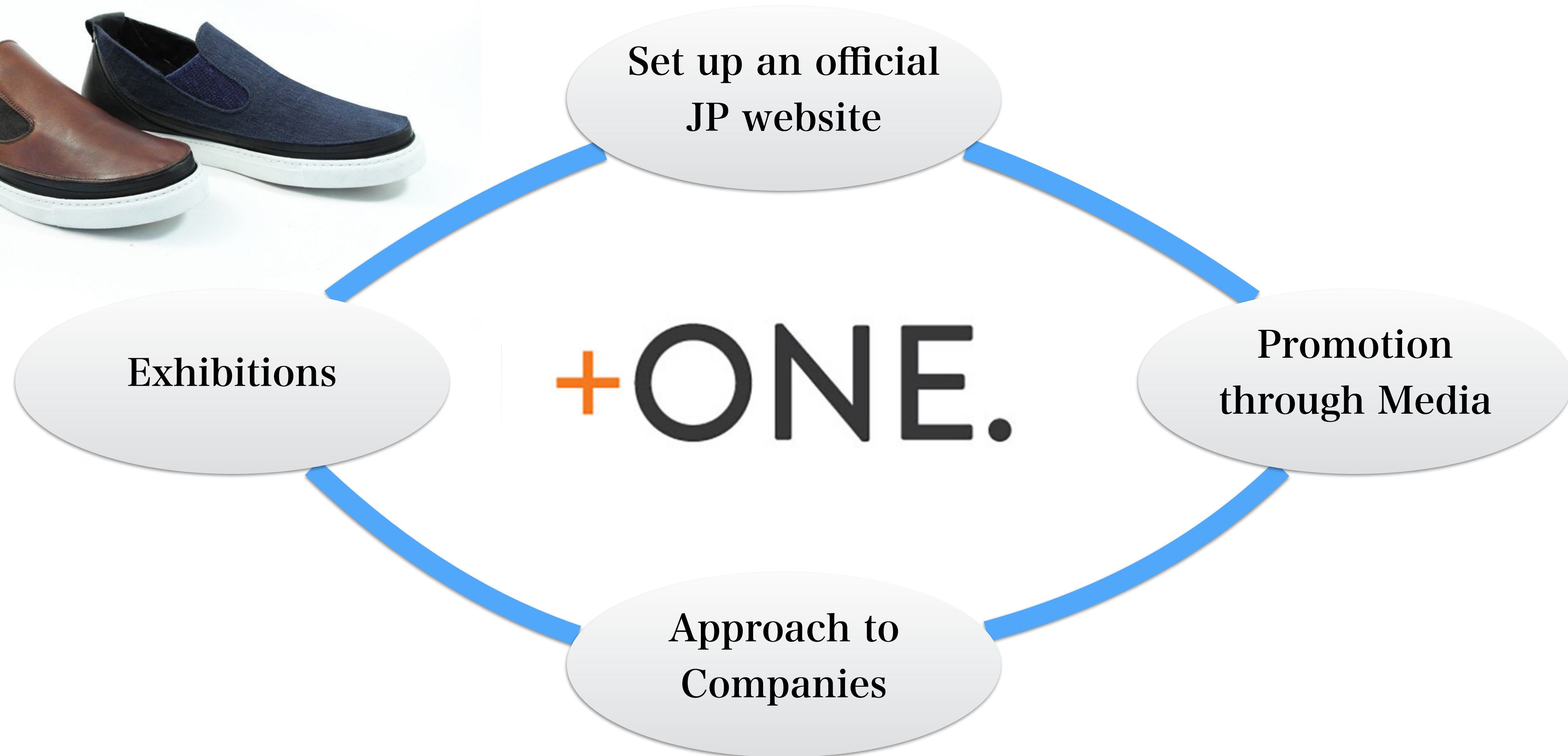


The current situation in Japan and problems with +ONE. request

- 1) There is no platform for +ONE. that already exists in Japanese market.
- 2) Gain the understanding from clients and end-users through test marketing such as official Japanese website, exhibitions, public relations campaigns through TV and magazines as well as opening up to prospective customers.
- 3) It is clear that +ONE. is not yet known in Japan, therefore, we need to start by letting the customers touch the products to feel, understand their quality and the concepts.

It will be successful since your product is already proved its attraction by the people on the web.

Marketing Strategy (at Initial Stage)



① setting up an official Japanese website

- 1) Set up a new official website and start taking orders in Japan. If an order is placed, inspection, packaging, posting will be done in Japan in order for the customers to feel more accessible.
- 2) Aim for the brand's public recognition by leaving the product concept, images or videos etc. in Japanese on the website.



② EXHIBITIONS

We promote +ONE. shoes at the exhibitions as an official Japanese agent.
The followings are prospective exhibitions in Japan;

Tokyo international Gift show 189,948 visitors

<http://www.giftshow.co.jp/english/82tigs/index.htm>

manicolle tokyo 189,948 visitors

<http://manicolle.com/#/english>

Tokyo design week 106,321 visitors

http://tokyodesignweek.jp/en_index.html

Sportec 41,536 visitors

<https://www.sports-st.com/en/>

Health & Fitness Japan 41,536 visitors

<http://www.hfj.jp/>

Fashion World Tokyo 20,270 visitors

<http://www.fashion-tokyo.jp/en/HOME/>



+ONE.

③ Approach to Companies

Approach the clients, apparel and shoes shops, design shops, sports shops, fitness etc.

→ Promote +ONE. shoes in Japanese shops that are in line with +ONE. brand.

By letting the customers actually experience the quality of the products, the recognition from general public will rise.

+ONE.

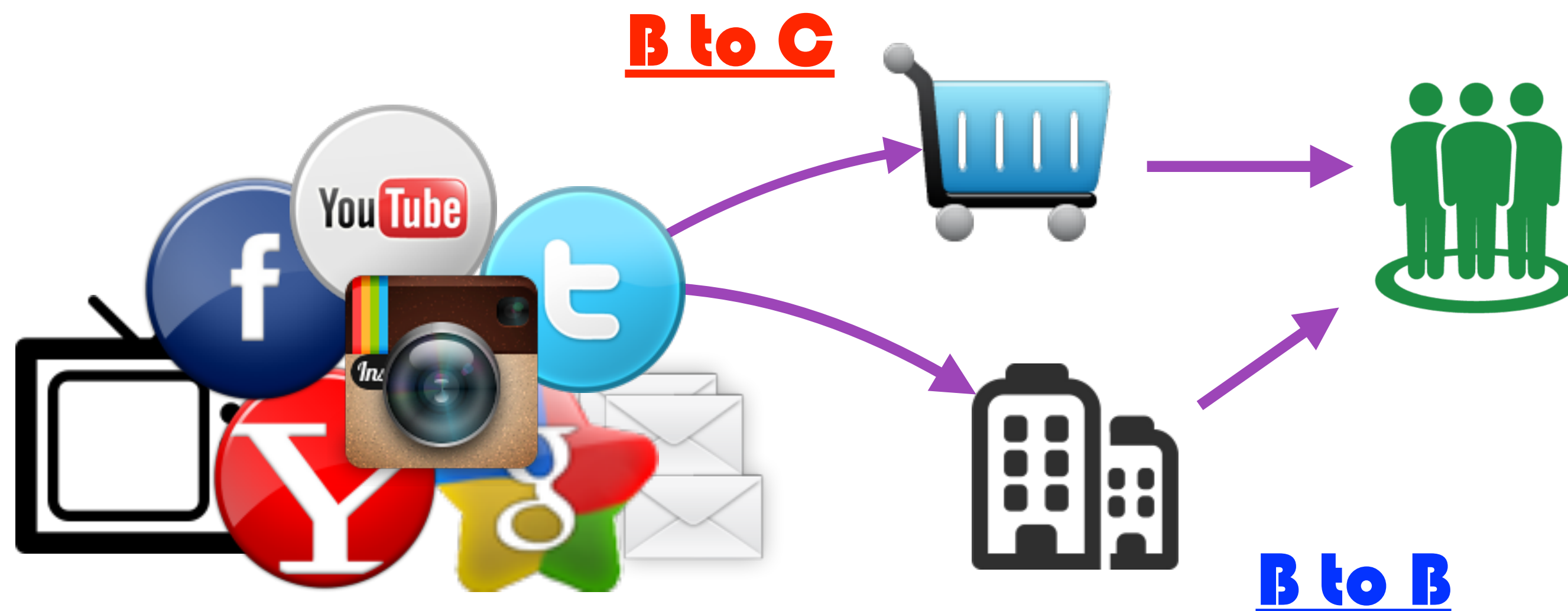
④ Promotional Campaigns through Media

Promotional campaigns through Japanese media (TV, magazines and web)

→ Create catalogues and a Japanese home page for products to promote +ONE brand.

Promotional campaigns through SNS media (Facebook, Instagram and Youtube)

→ The brand's public recognition by leaving the product concept, images or videos etc.



Advertisement on the web

As my personal skill, I am certified skilled advertiser by Yahoo! and Google.
I also have enough experience on Facebook and Youtube ads.
Actually, I am running Web Marketing Company as my another company.

At Initial Stage, we can spend advertisement cost for boosting up Business and Branding by using these advertisement.

As you might know your product is really suitable for SNS marketing.
We can expect that effective and quick start on our business.

+ONE.



Marketing Strategy (at Middle Stage)

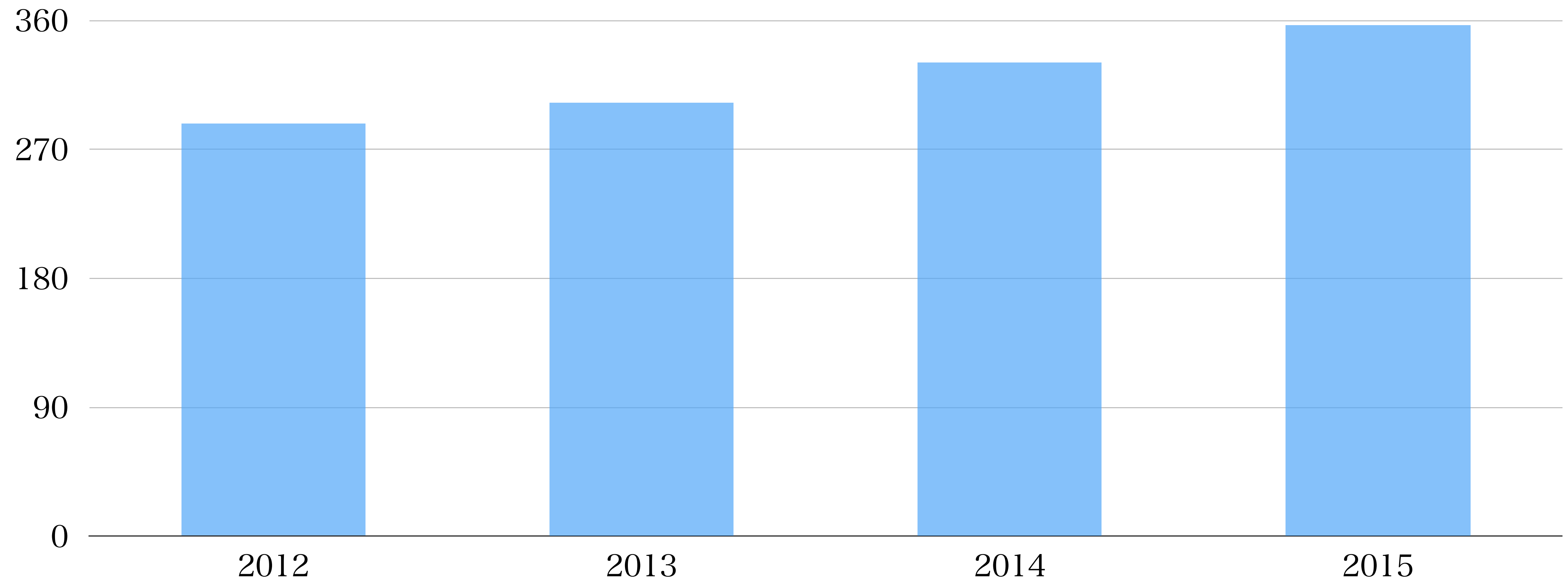
Let Japanese celebrities use +ONE. products to promote and increase publicity.

- Using celebrities will raise the publicity of the products among general public.
- In Japanese media, celebrities participate in projects in which they present their personal belongings or reveal their everyday life. This is the best way to increase the publicity of +ONE. brand.

There are many charismatic people in SNS, their influence is even stronger than Magazine. We can contact to these people and sponsor their activity instead of working with us.

+ONE.

Market Size for Sneakers in JAPAN (unit: billion)



Market Trends in Japan

The market for sneakers in Japan remains on the upward trend all these years. Sneakers are very popular items among young generation for a long time in Japan. Especially, twenty-something girls prefer sneakers than high heels as the tendency of these years. This trend comes from Instagram. Therefore, some events for these people should be effective since their activity itself will be strong advertisement.



Marketing Strategy (at Final Stage)

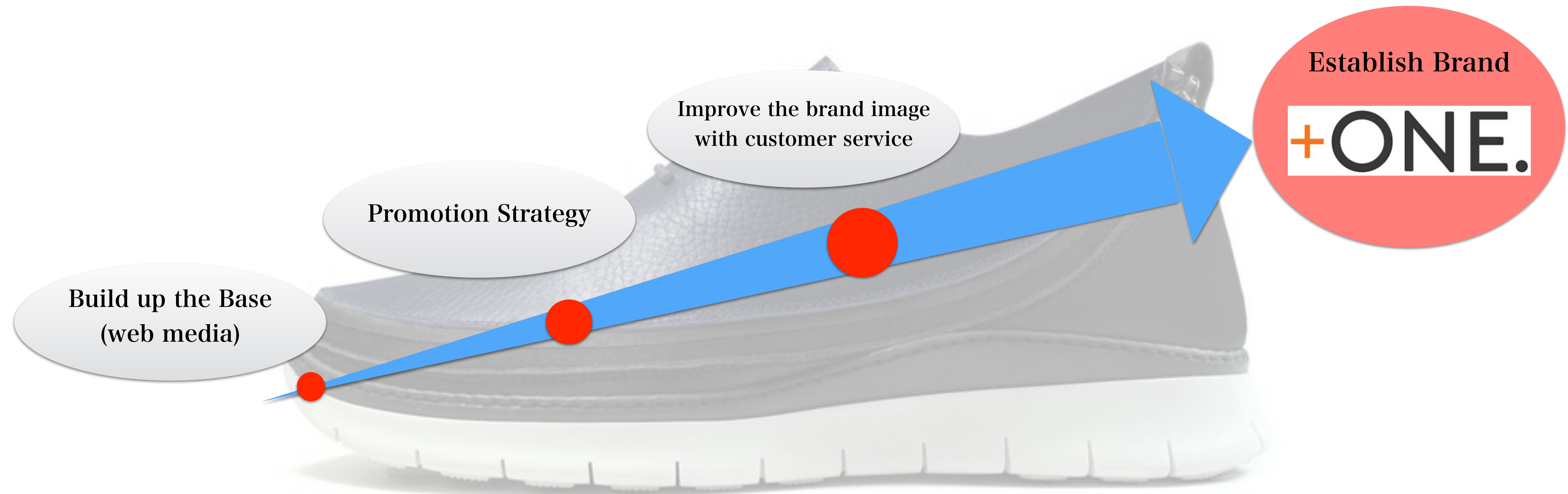
Sales at retailers

- The increased publicity is estimated by the middle stage.
Therefore, the sales profit at retailers **+ONE.** is expected, too.



+ONE.

Branding Strategy in JAPAN



By implementing the branding strategy at the same time as the set up in Japan, we can aim to increase the brand publicity.

Actions to Be Taken

- 1) Create a business plan to promote +ONE.
- 2) Set up and Manage the official website, SNS
- 3) Promotion and sales campaigns
- 4) Taking Orders
- 5) Product Inspection, packaging and delivering
- 6) Customer service
- 7) Fun meetings
- 8) Monthly report and meetings with +ONE.

+ONE.