

Hayama = Colony inc.

To expand the popularity of **CASO Design** brand and sales promotion in Japan



The current situation in Japan

There is a good “Trend” for us in Japan. As you might know, Japanese food do not use much of whole meat like foods in Western society. But, since the last few years, Japanese food trend are focusing on the meat such as beef steak, Roasted beef, pork stake and so on. The restaurant chain company who is specialized for beef stake are rapidly expanding their business because of its trend. There is huge demand to cook stakes in the home. We can find many article and recipe something like “How to cook Roasted beef” on the web.

“Sous-Vide” can offer a good solution for these demands.

“Sous-Vide” goes well even with the cheap meat sold in local super market.

So, people can eat them everyday without thinking about its cost.



Competitors in the current market condition.

Sous-Vide products currently we can buy it in Japanese market is only “ANOVA” on Amazon JP. But, the customer only can buy from parallel importers’ shop on amazon jp. It is very expensive and no customer support. Also the product is made for American market, so Plug type, Voltage are not suitable for Japan. (US:120V, JP:100V). The customer have to prepare plug converter by themselves.

I am actually user of Anova. I know about how good “Sous-Vide” is. My wife is serving me “Sous-Vide” meat quite often, and it is always beautiful. I have contacted to Anova if they are interested in Japanese Market. But, they replied me like “At the moment NO, we might be someday in the next year”.

This is why we came to “Ambiente the Show” to find “Sous-Vide” products.

We are sure that now is the best moment for getting in Japanese Market as pioneer, because ANOVA is already very famous in America and Europe, but not at all in Japan. Pioneer should obtain the strongest position with a lot of advantages for sales and branding activities since people do not know about “Sous-Vide”. Now, the position is opened very luckily. So, we should get the position as quickly as possible.

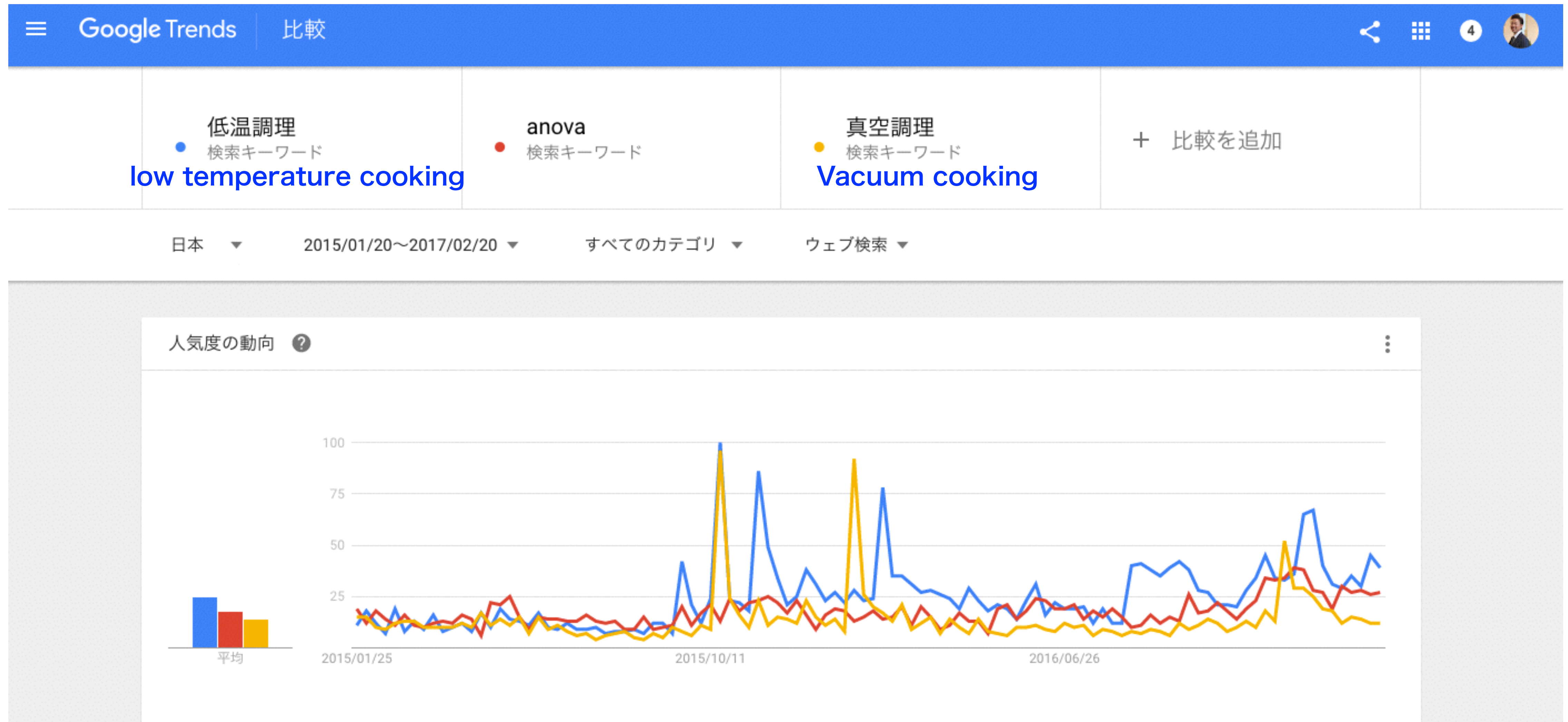
Keyword volume searched on web **only in JAPAN** (by Google Adwards)

キーワード (関連性の高い順)	月間平均検索ボリューム <small>?</small> ↓	競合性 <small>?</small>	推奨入札単価 <small>?</small>	広告インプレッションシェア <small>?</small>	プランに追加
低温調理 low temperature cooking	8,100	中	¥13	-	»
anova	6,600	低	¥56	-	»
真空調理 Vacuum cooking	2,900	中	¥44	-	»
sous vide	720	低	¥107	-	»
アノーバ anova (in Japanese)	320	低	¥32	-	»
スーヴィード Sous Vide (in Japanese)	30	低	¥82	-	»

monthly volume



Keyword trends from 2015 to 2017 **only in JAPAN** (by Google Trends)



What the data shows

The data shows that “low temperature cooking” and “anova” is on a rising trend. but, “Sous Vide” is not recognized at the moment.

This means, customer firstly know about “Anova”, then, they know about “Sous Vide”.

I have checked How do they know about “Anova”?

I found they all know about “Anova” from the famous cooking recipe web site.

So, even “Anova” is not popular at all in general.

Also, people only can buy “Anova” from unauthorized seller like parallel importers.

Therefore, we have enough chance to enter this market at the moment to expand “Sous Vide” cooking method with the solution. If we sell Sous Vide product as an official company, there are many partners who help our promotion.

Just for your information, I have added worldwide data about Sous Vide on the next two pages.

Keyword volume searched on web **over the world** (by Google Adwards)

キーワード (関連性の高い順)	月間平均検索ボリューム <small>?</small> ↓	適合性 <small>?</small>	推奨入札単価 <small>?</small>	広告インプレッションシェア <small>?</small>	プランに追加
sous vide	301,000	高	¥73	-	»
anova	165,000	低	¥35	-	»
vacuum cooking	1,000	高	¥76	-	»
low temperature cooking	590	低	¥95	-	»

表示する行数: 30 ▾ 4 個のキーワード中 1~4 個を表示 |< < > >|



**monthly
volume**

Keyword trends from 2015 to 2017 over the world (by Google Trends)



- No competitor at the moment
- Positive Trend for the products

Problems to be solved

The followings are topic that we should solve before start selling the product;

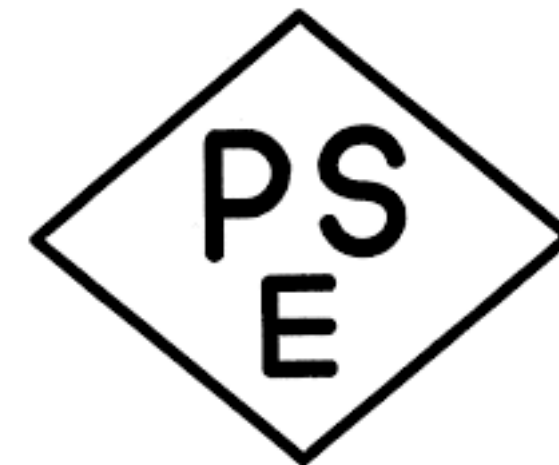
Plug type

- This must be type “A” used in Japan.



PSE marked cable

- The plug cable must be used PSE marked.



Voltage

- 100V

User's Manual

- We can provide paper manual and video tutorial.

Package

- We can translate your package data into Japanese.

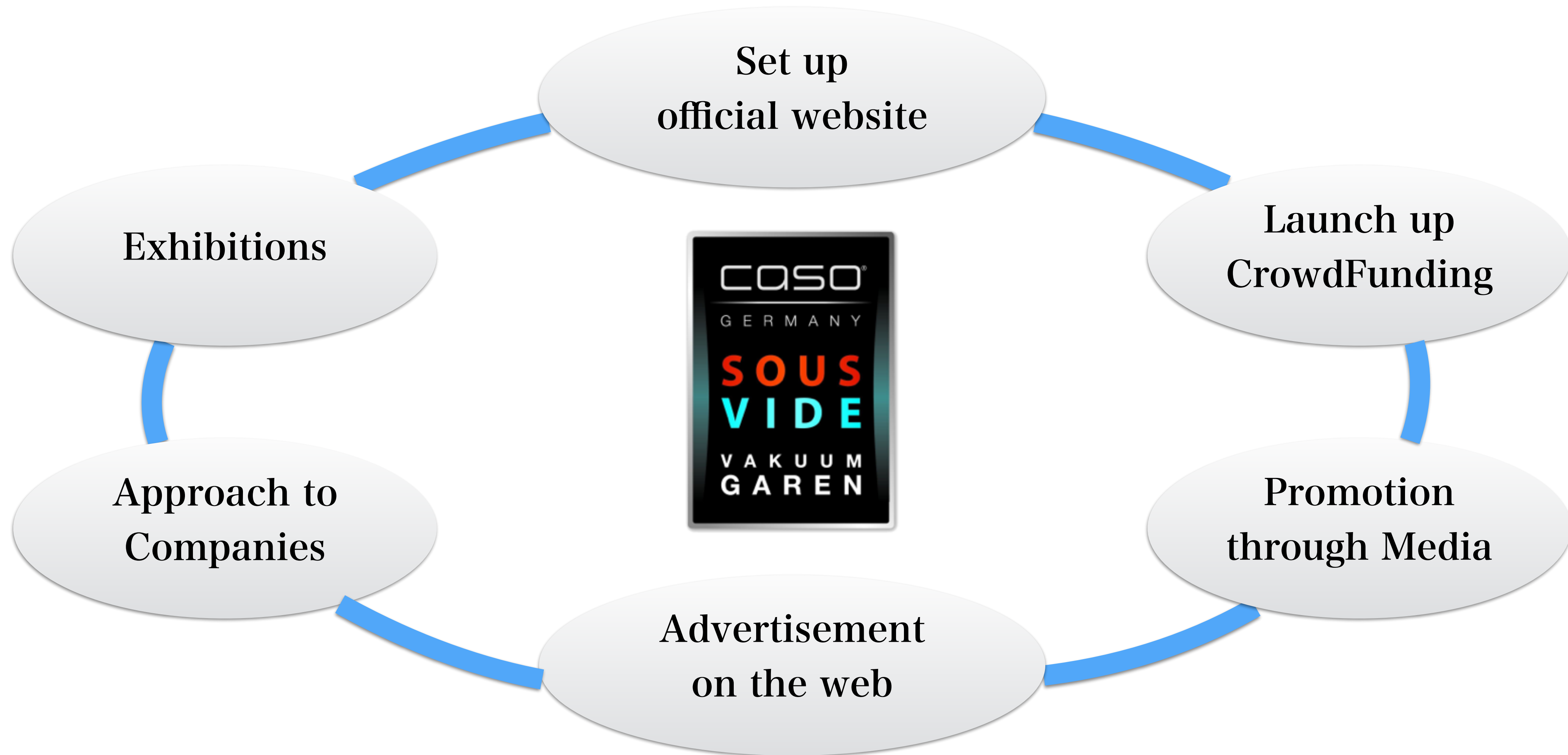


The current situation ;

- 1) There is no platform for **CASO Design** that already exists in Japanese market.
- 2) Gain the understanding from clients and end-users through test marketing such as official Japanese website, SNS platform, exhibitions, public relations campaigns through TV and magazines as well as opening up to prospective customers.
- 3) It is clear that **CASO Design** 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.
- 4) Firstly, the items should be selected to focus on. And, we believe that “Sous-Vide” products are the most suitable items to be focused on.
- 5) “Sous-Vide” is not popular cooking method at the moment in Japan, but as you know, the merit of this cooking method could make a new culture in the food market.

It will be successful since your product is already proved its attraction in German market.

Marketing Strategy (at Initial Stage)



① Setting up an official Japanese website

- 1) Setting 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 Launch up CrowdFunding Campaign

CrowdFunding system is rapidly expanding in the Japanese market. It is very good to have first order and let the people know about our product.

The users in CrowdFunding are proffered innovative product such like “Sous-Vide” product. So, this should be the best marketing solution at the initial stage. If it is successful we can expect a big order at the initial stage.

We are partnered with two companies who are running CrowdFunding. After evaluation, we will decide which one is a better for our project.

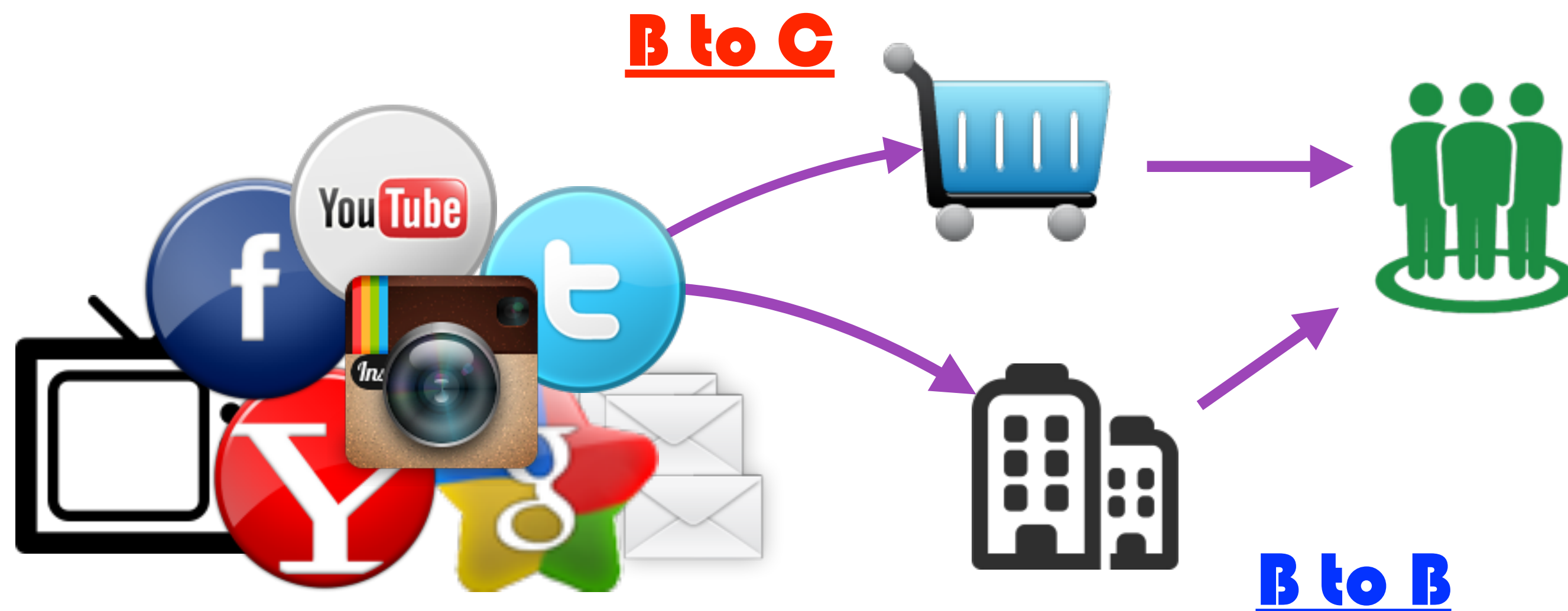
③ Promotional Campaigns through Media

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

→ Create catalogues and a Japanese home page for products to promote **CASO** brand.

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

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



④ Advertisement on the web

As my personal skill, I am certified skilled advertiser by Yahoo! and Google. I also have enough experience on Facebook, Google 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.

“Sous-Vide” is a really suitable for SNS marketing. We can expect that effective and quick start on our business.



⑤ Approaching to domestic companies

Approach to our clients, retailers, department stores restaurants, cooking schools etc.

→ Promote **CASO Design** in Japanese retailers that are in line with **CASO Design** brand.
By letting the customers actually experience the quality of the products, the recognition from general public will rise.

⑥ EXHIBITIONS

We promote **CASO Design** 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>

Kitchen Wear Show 56,907 visitors

<http://www.kw-expo.jp/en/>

GIFTEX Japan 56,321 visitors

<http://www.giftex.jp/en/>

Interior Lifestyle Tokyo 30,536 visitors

<http://interiorlifestyle-tokyo.jp.messefrankfurt.com/tokyo/en/visitors/welcome.html>

Kitchen EXPO 29,536 visitors

http://www.housingworld.jp/for_exhibitor/exhibit/kitchen_expo.html



Marketing Strategy (at Middle Stage)

Let Japanese celebrities use “Sous-Vide” products to promote and increase publicity.

→ Using celebrities will raise the publicity of the products among general public.

we have influencers as advertise in SNS who can cooperate our business.

→ 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 **CASO Design** 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 on behalf of working with us.

Market Trends in Japan

There is a huge interest for food from SNS. On Facebook and Instagram, the users are very keen for showing what they eat, what they use, what they cook and how they cook as their life style. “Sous-Vide” can give them a very good opportunity to show about such an interest. We should cooperate with those trend maker. We can do some sort of event like cooking competition, cooking school, fan meeting and so on. If they come to the event, they will take a photo and share it on their SNS. These activities should give us a very good reputation.



Marketing Strategy (at Final Stage)

Continuous activities with users

if we compete only with the other brand about product function, the position can be replaced by a new function and cheaper price. But, many people in Japan do not think the value is only function and price recently. Especially, the customers more than middle class people whom we should target on. They care about not only product but also Brand concept, history, story, who they are, what they do and so on.

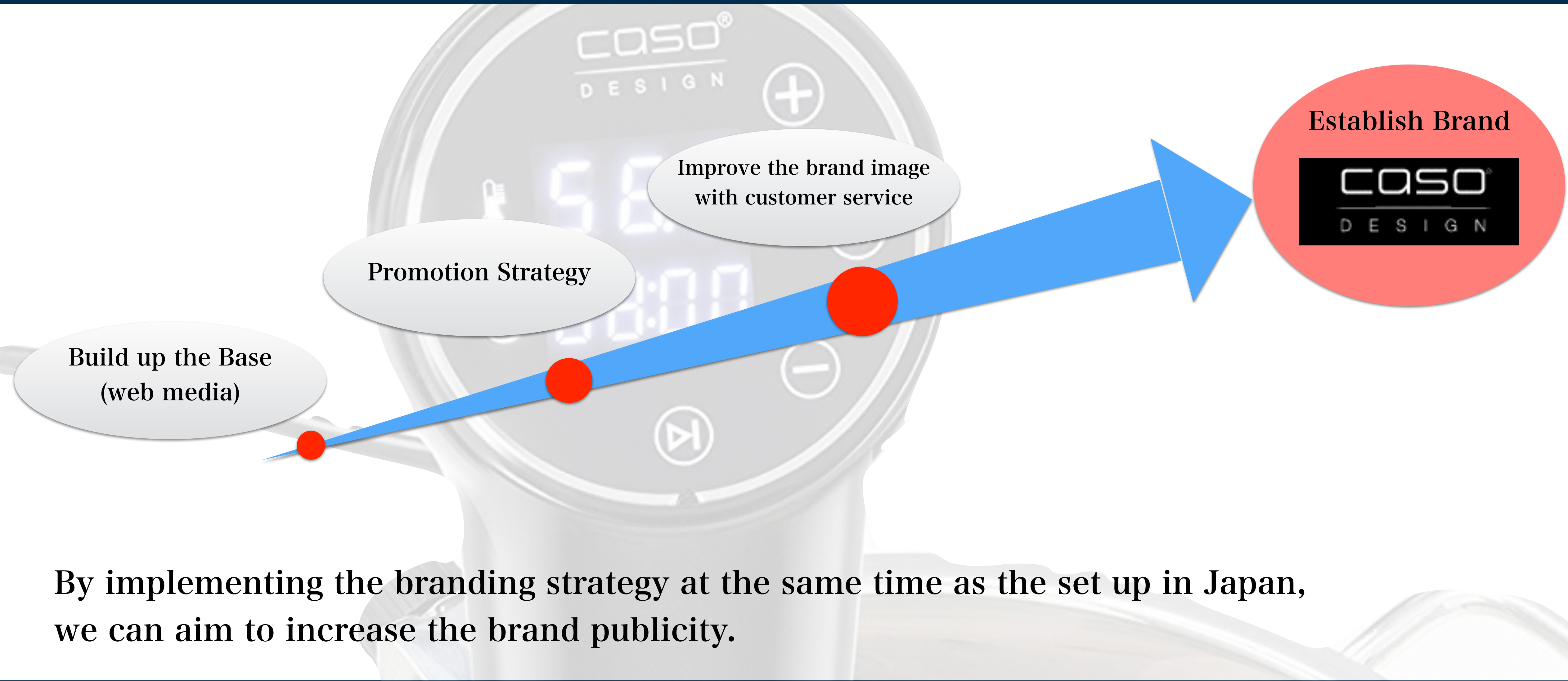
We should be like a Brand who share the life with users.

In Japanese Market, the companies who provide not only Tangible assets but also Intangible assets are highly appreciated

Tangible assets is you can touch.

Intangible assets is you can not touch like experience, knowledge, emotion, feeling, design and so on.

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 **CASO Design**
- 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 **CASO Design**