

Hayama-Colony inc.

To expand the popularity of **Enki Stove** brand and sales promotion in Japan

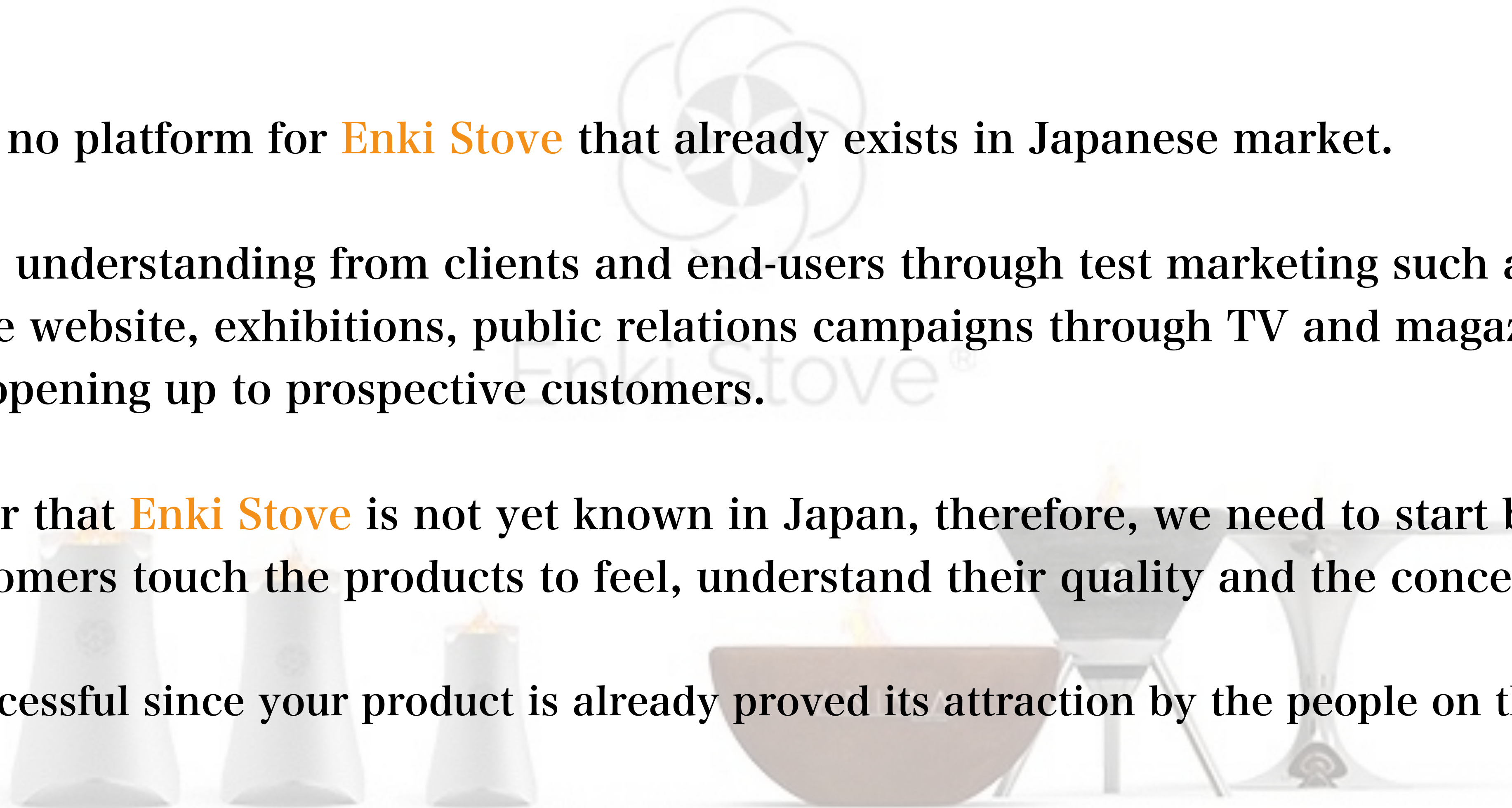


Enki Stove®

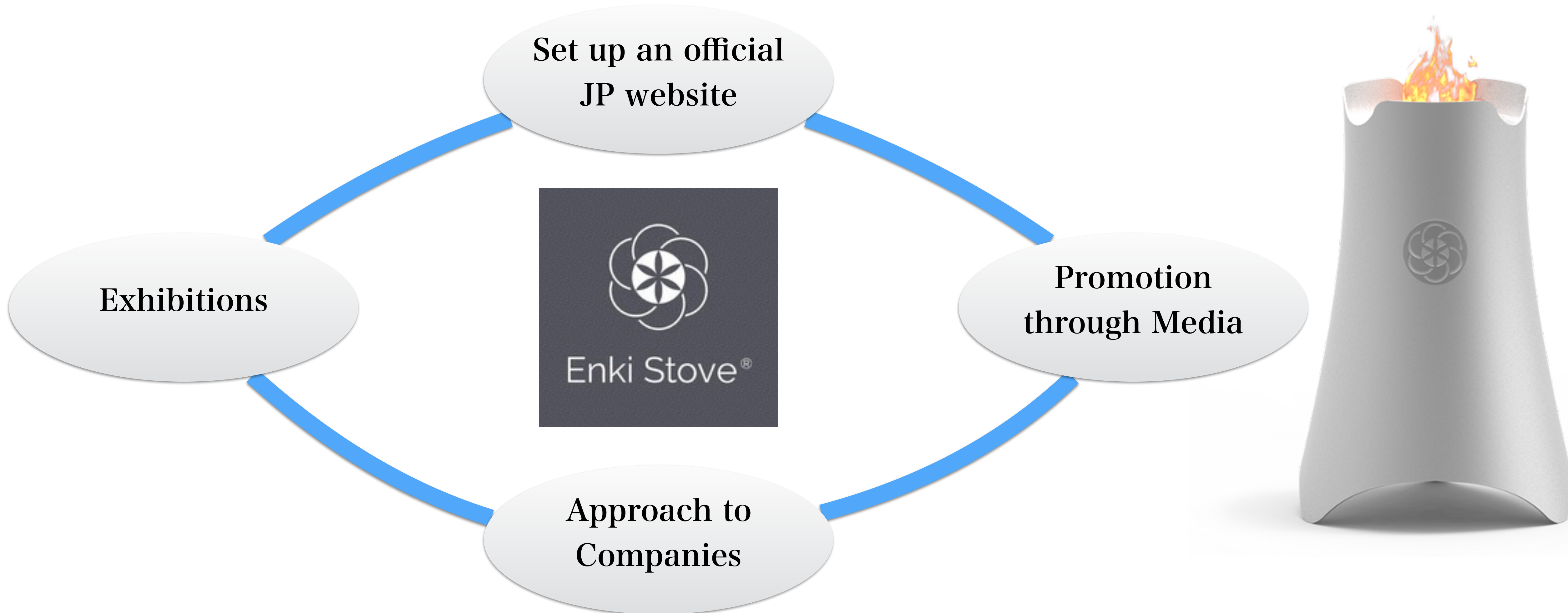
The current situation in Japan and problems with **Enki Stove** request

- 1) There is no platform for **Enki Stove** 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 **Enki Stove** 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 **Enki Stove** 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>

OUTDOOR DAY JAPAN 124,985 visitors
<http://outdoorday.jp/>

Tokyo design week 106,321 visitors
http://tokyodesignweek.jp/en_index.html

Design TOKYO 76,348 visitors
<http://www.designtokyo.jp/en/HOME/>

Sportec 41,536 visitors
<https://www.sports-st.com/en/>



③ Approach to Companies

Approach the clients, Outdoor goods shops, Outdoor Events, BBQ restaurant etc.

→ Promote **Enki Stove** in Japanese shops that are in line with **Enki Stove** brand.

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



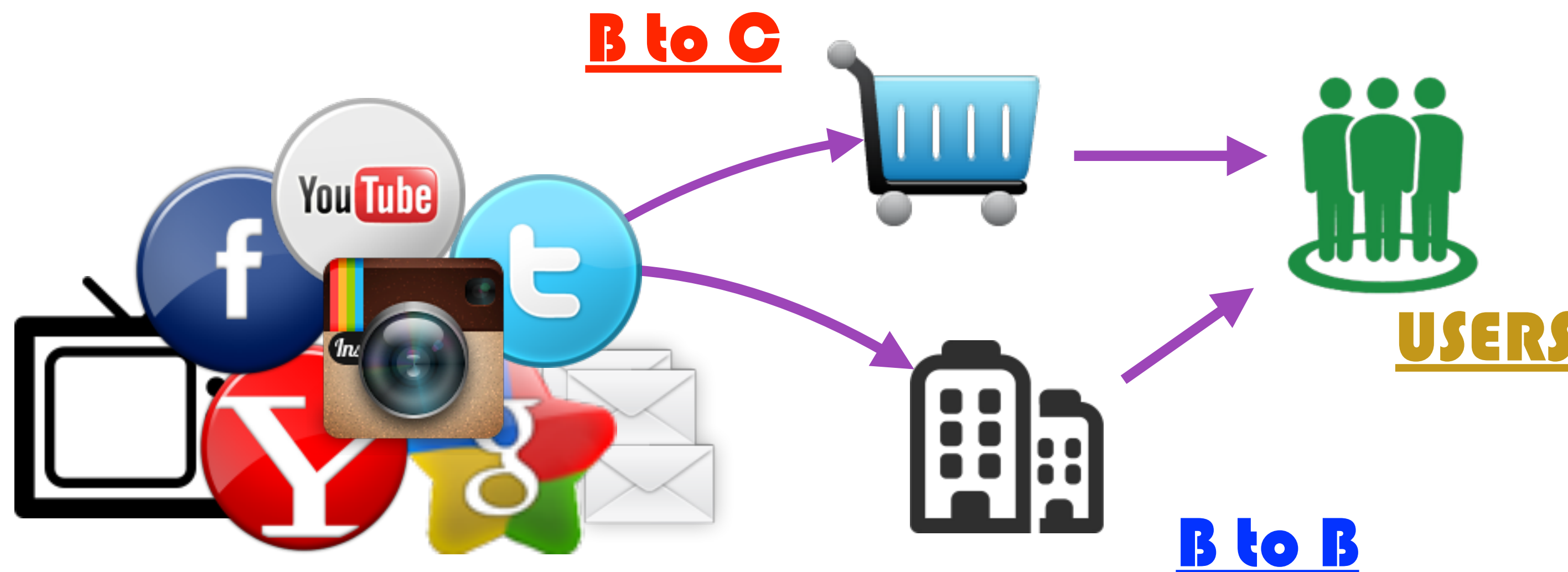
④ Promotional Campaigns through Media

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

→ Create catalogues and a Japanese home page for products to promote **Enki Stove** 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.



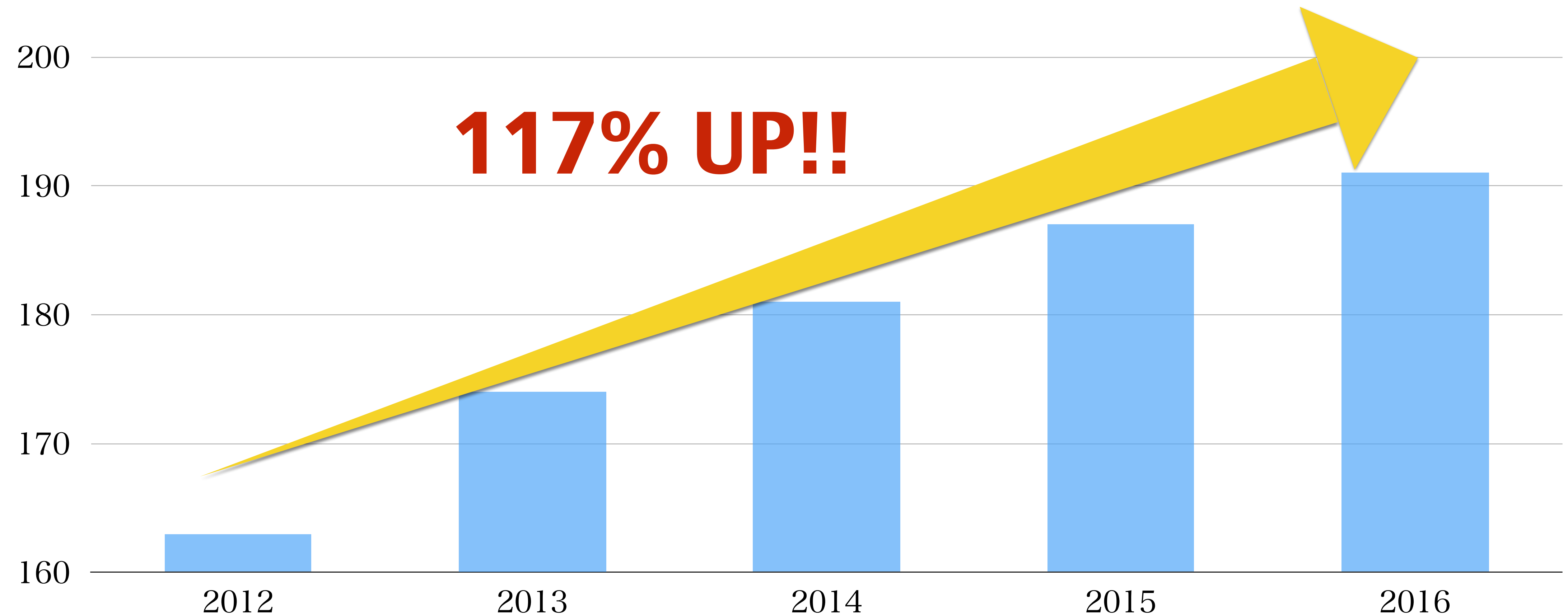
Marketing Strategy (at Middle Stage)

Let Japanese celebrities use **Enki Stove** 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 **Enki Stove** brand.

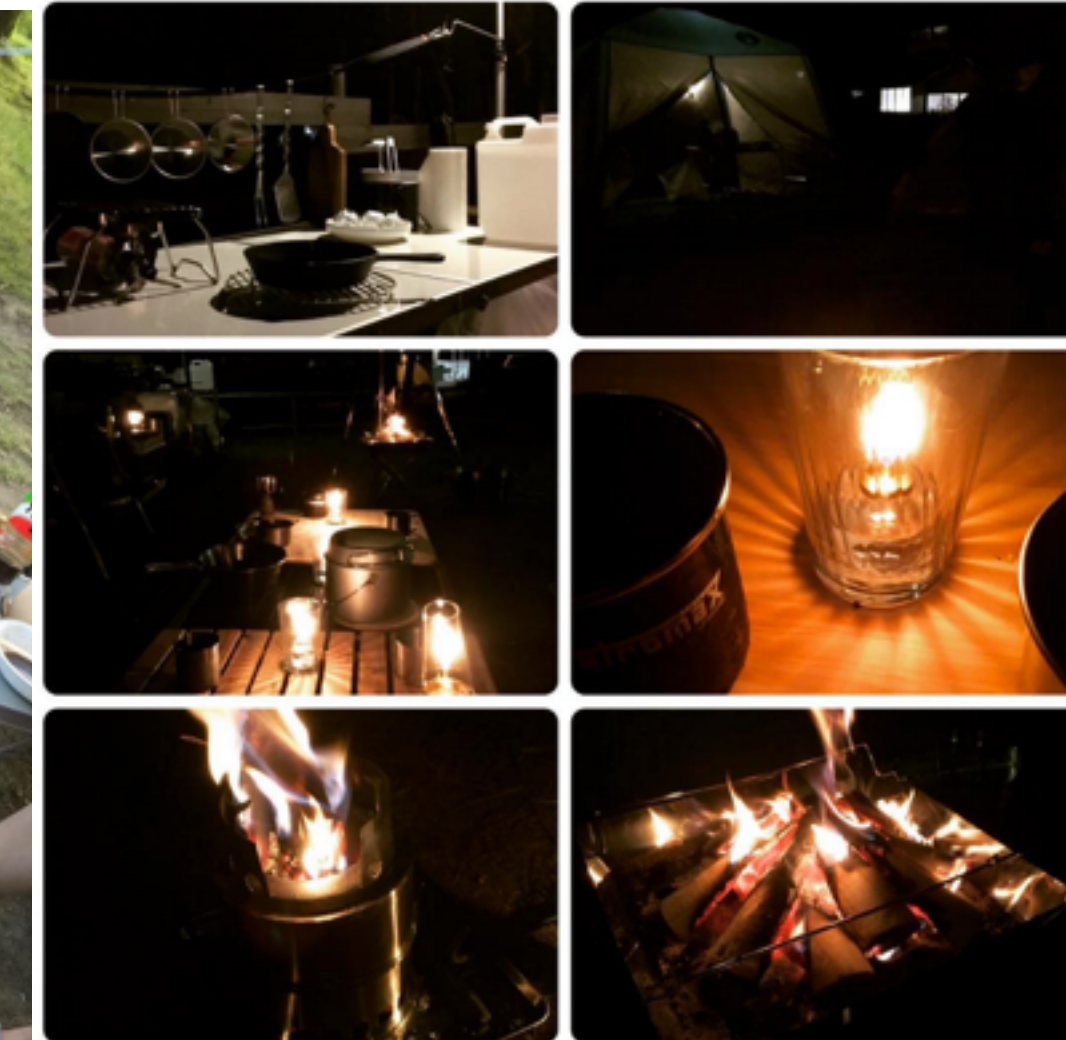
There are many charismatic people in SNS, their influence is even stronger than Magazine. We can contact to these people and sponsor their activity instead of working with us.

Market Size for Outdoor Goods in JAPAN (unit: billion)



Market Trends in Japan

The market for Outdoor Goods in Japan remains on the upward trend all these years. Especially, young people prefer Outdoor activity as the tendency of these years. This trend comes from Instagram. They like to show what they have, what they get on SNS. Therefore, some events for these people should be effective since their activity itself will be strong advertisement. The following pics of stove is from “Snow Peak” which is popular outdoor goods company in Japan. They are inspired from Apple computer. Their brand image fits for “Instagrammer”. **Enki Stove** must fit for their needs, too.



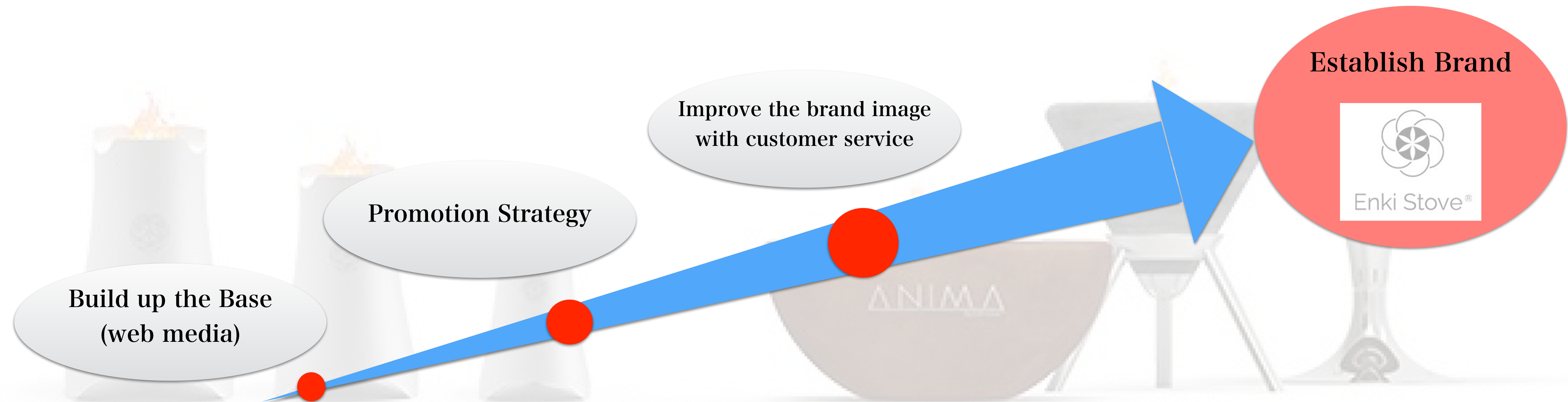
Marketing Strategy (at Final Stage)

Sales at retailers

→ The increased publicity is estimated by the middle stage.
Therefore, the sales profit at retailers **Enki Stove** is expected, too.

- Directly managed store
- In-store shop
- Shop in Shop

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 **Enki Stove**.
- 2) Set up and Manage the official website, SNS in Japanese
- 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

