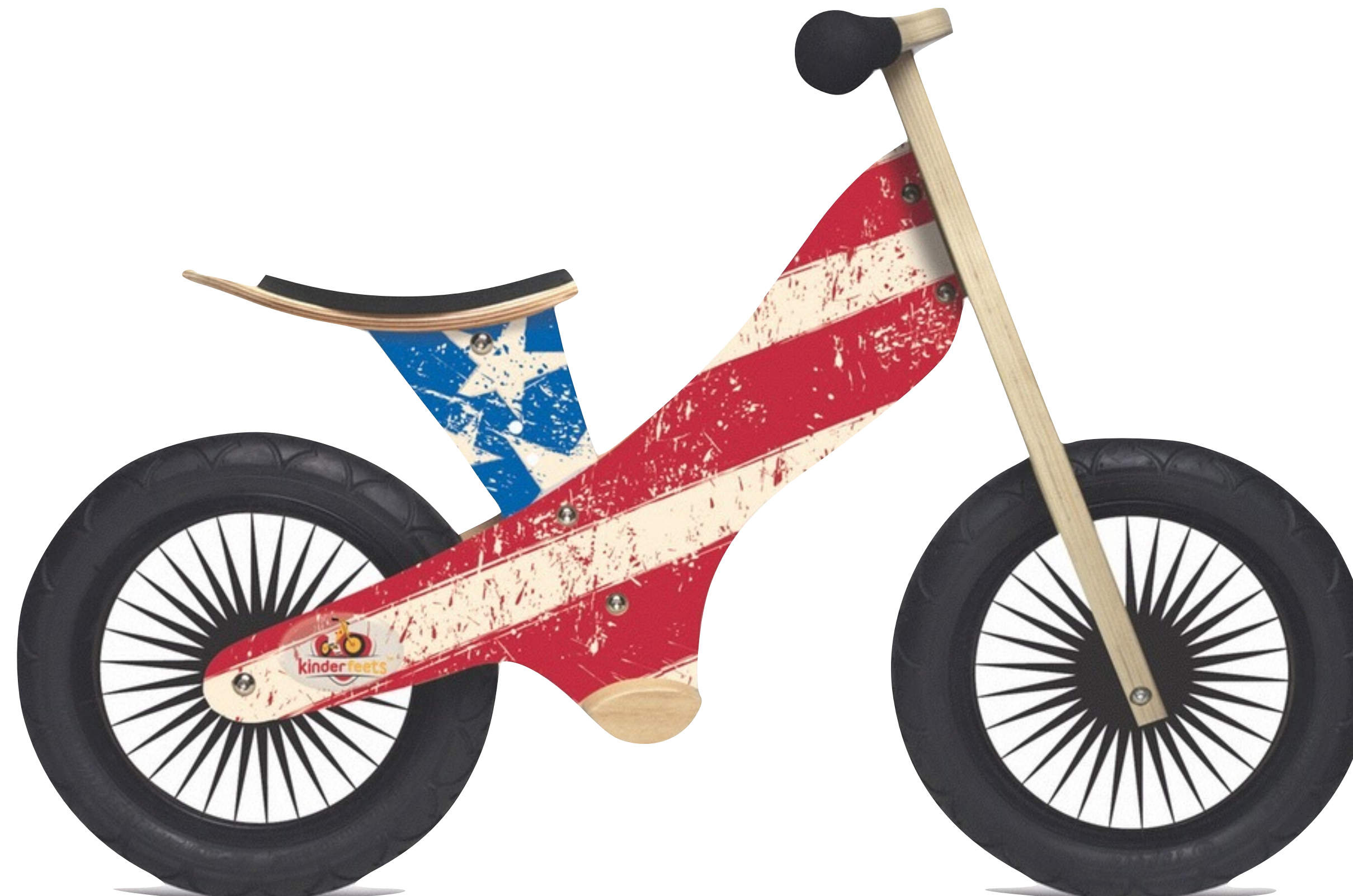


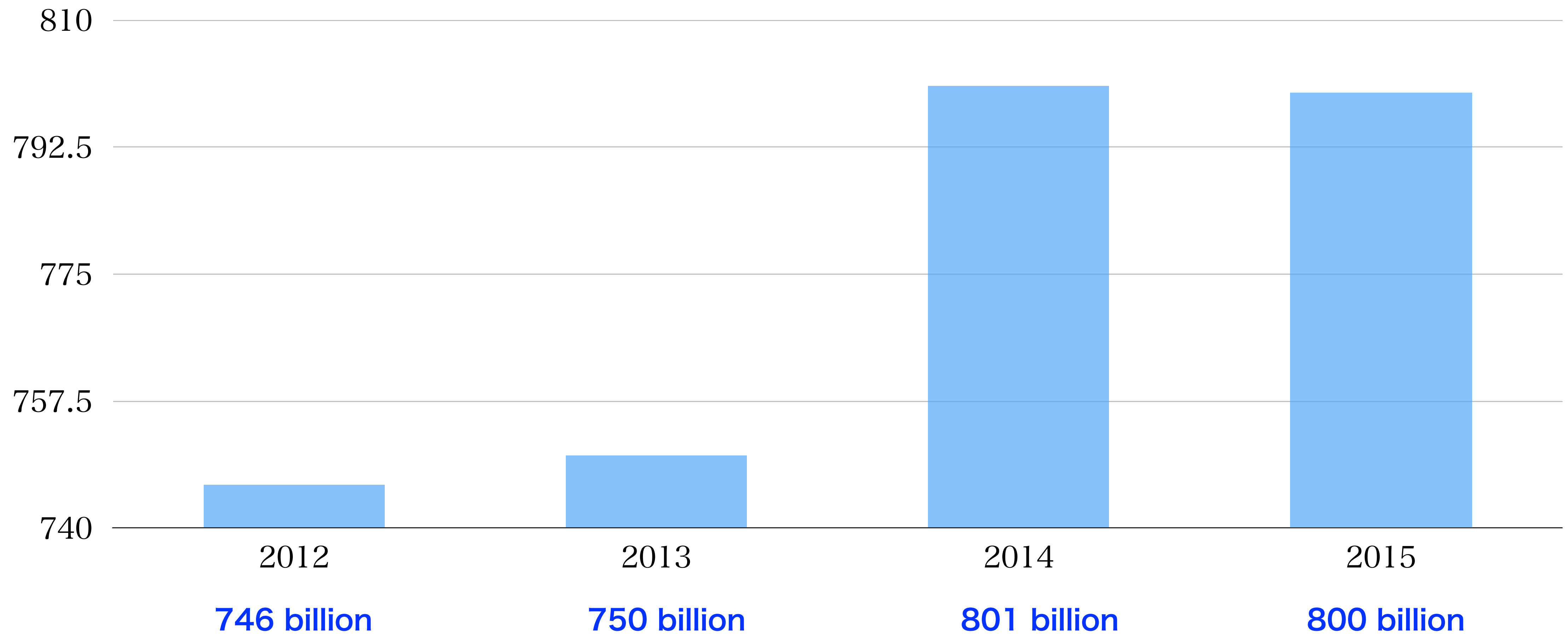
Hayama = Colony inc.



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



Market Size for kids toy in JAPAN (unit: billion USD)



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	競合性	推奨入札単価	広告インプレッションシェア	プランに追加
ストライダー = strider	60,500	中	¥39	-	»
strider	49,500	低	¥42	-	»
バランスバイク = balanced bike	2,900	高	¥24	-	»
キックバイク = kick bike	2,400	高	¥21	-	»
ランニングバイク = running bike	1,900	高	¥23	-	»
キッズバイク = kids bike	1,000	高	¥29	-	»
トレーニングバイク = training bike	880	高	¥25	-	»

Monthly Searched Volume

Keyword trends from 2008 to 2017 **only in JAPAN** (by Google Trends)



The data shows that the market leader is obviously “STRIDER” in this field in Japan. They are recognized as pioneer for running bike.

The google keyword trend shows that their business is growing.

The current situation in Japan

There is a good “Trend” for us in Japan. As you might know, Japan is decreasing the population year by year. A family has 1,2 kids in average, but kids toy market is increasing year by year.

It means that parents like to spend more money on their kids than before.

Actually, many parents enjoy their kids’ fashion and coordinate with their kids cloth.

Key factor is like “enjoy with their kids”

Kinderfeets should meet this demand since its fashionable and enjoyable with their kids.



Competitors in the current market condition.

“STRIDER” is the strongest market leader at the moment.
 After “STRIDER”, “HENSIN BIKE” in the below picture is getting popular. It has “Brake” and be able to add “Pedals” later. <http://www.henshinbike.com/>

Some parents care about safety since “STRIDER” does not have “Brake”.
 Some parents prefer for “Add on Pedals” for economic reason.
 These parents buy “HENSIN BIKE”.

What we should do for “Kinderfeets” is like:

- Build up a good relation with customer
- Appeal for Fashionable sense
- Prove nice events, which can enjoy with their kids

These activity will make “Kinderfeets” branded company.

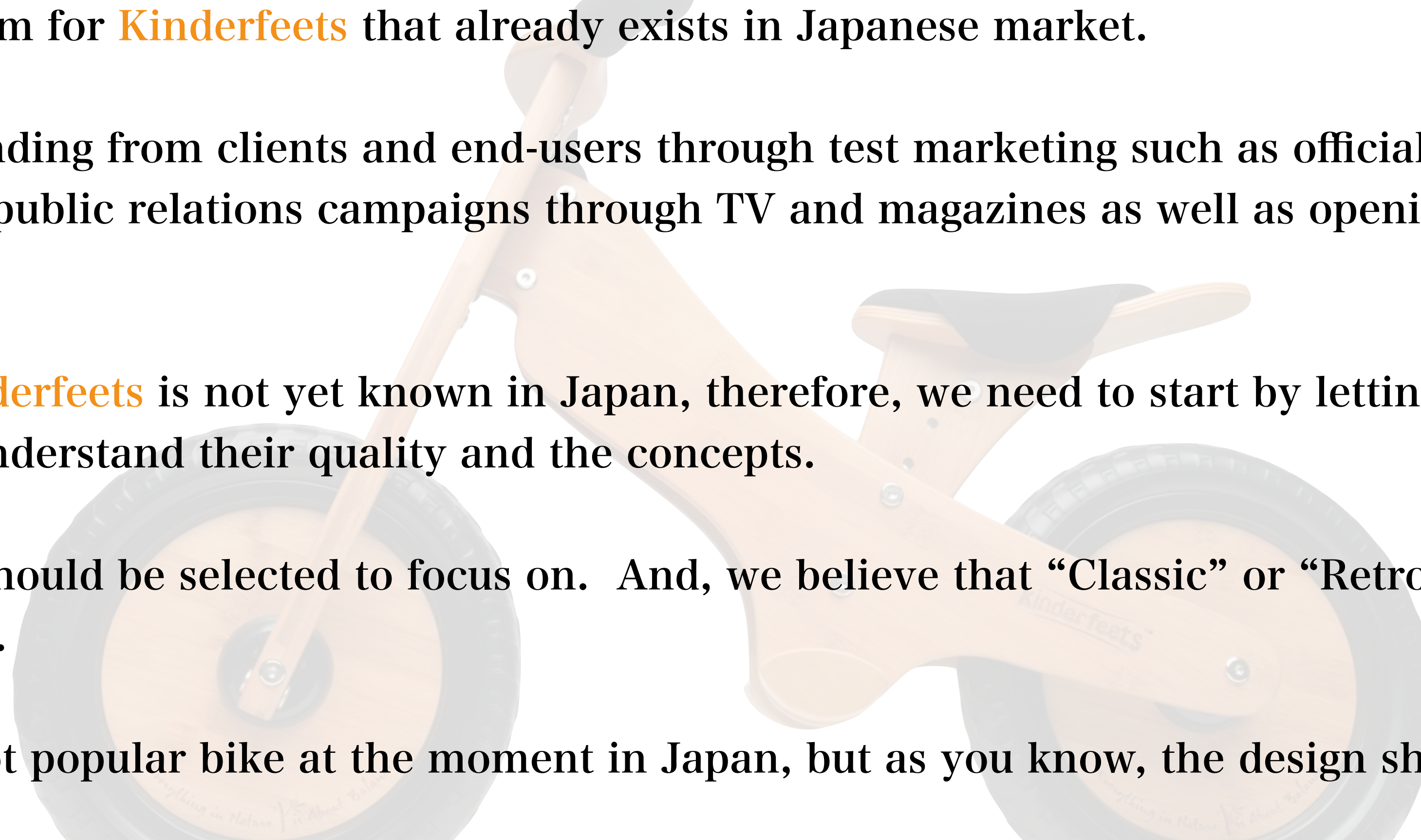
バランスバイク + ペダル 一式セット



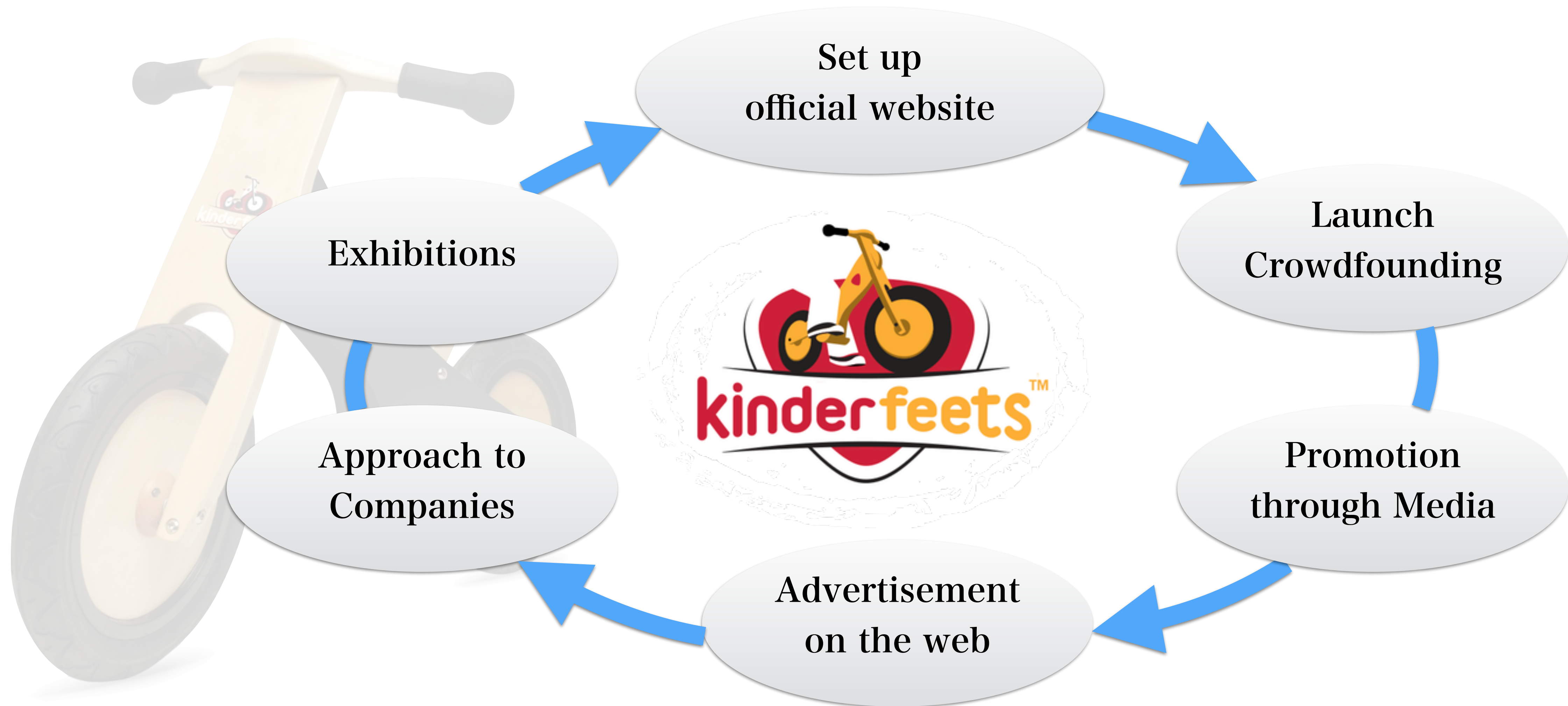
前後ブレーキ付：価格 14,800円 (税抜)

一般の子ども用自転車の半分の軽さでわずか30分で自転車デビュー

The current situation for Kinderfeets ;

- 1) There is no platform for **Kinderfeets** 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 **Kinderfeets** 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 “Classic” or “Retro” are the most suitable items to be focused on.
 - 5) “Kinderfeets” is not popular bike at the moment in Japan, but as you know, the design should be appreciated in Japanese market.
- 

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 Launch up Crowdfunding Campaign

Crowdfunding system is rapidly getting popular in the Japanese market. It is very good to have first order and let the people know about the product. The users in Crowdfunding are preferred design product such like “Kinderfeets” 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 better for our project.

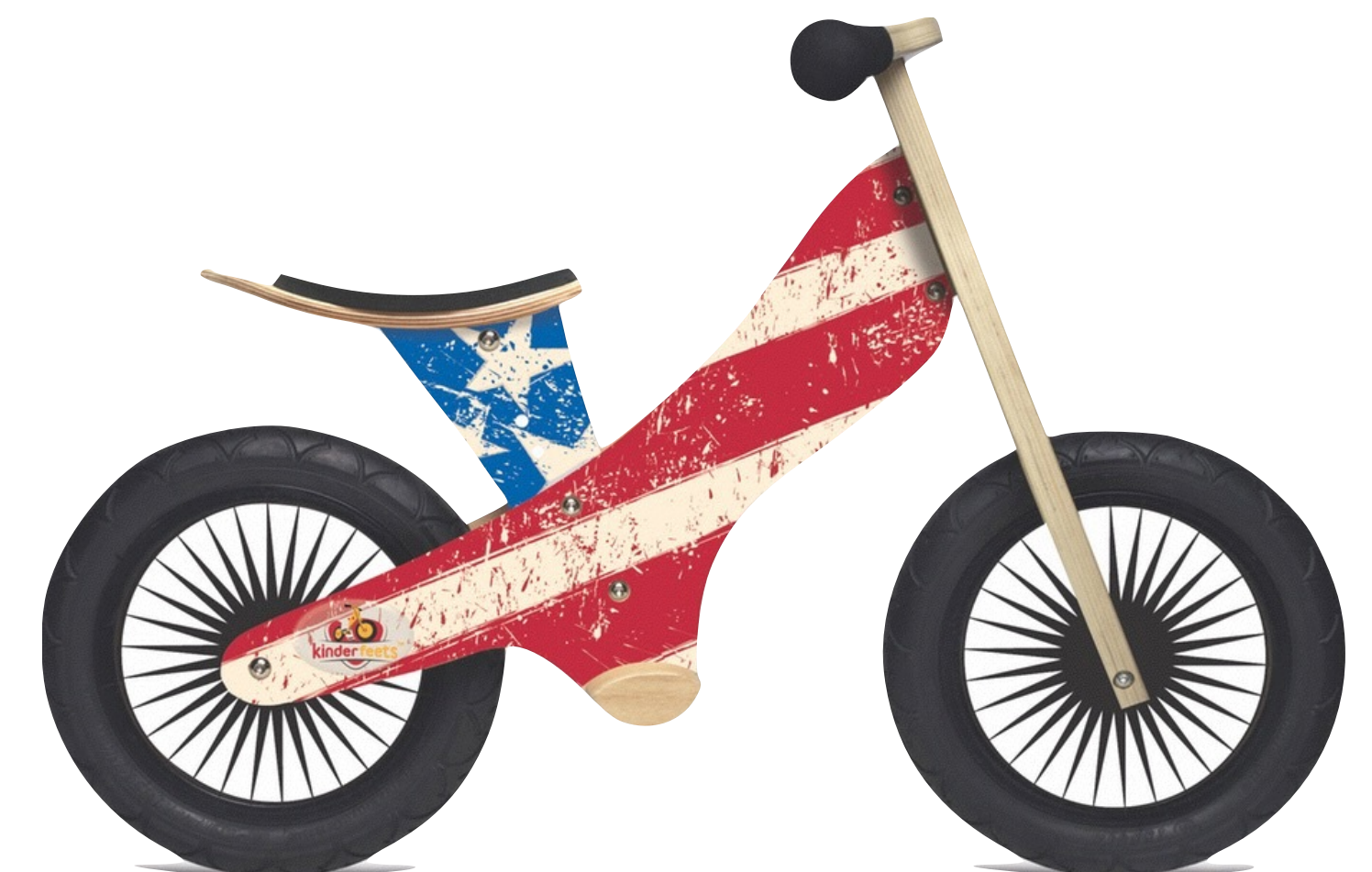
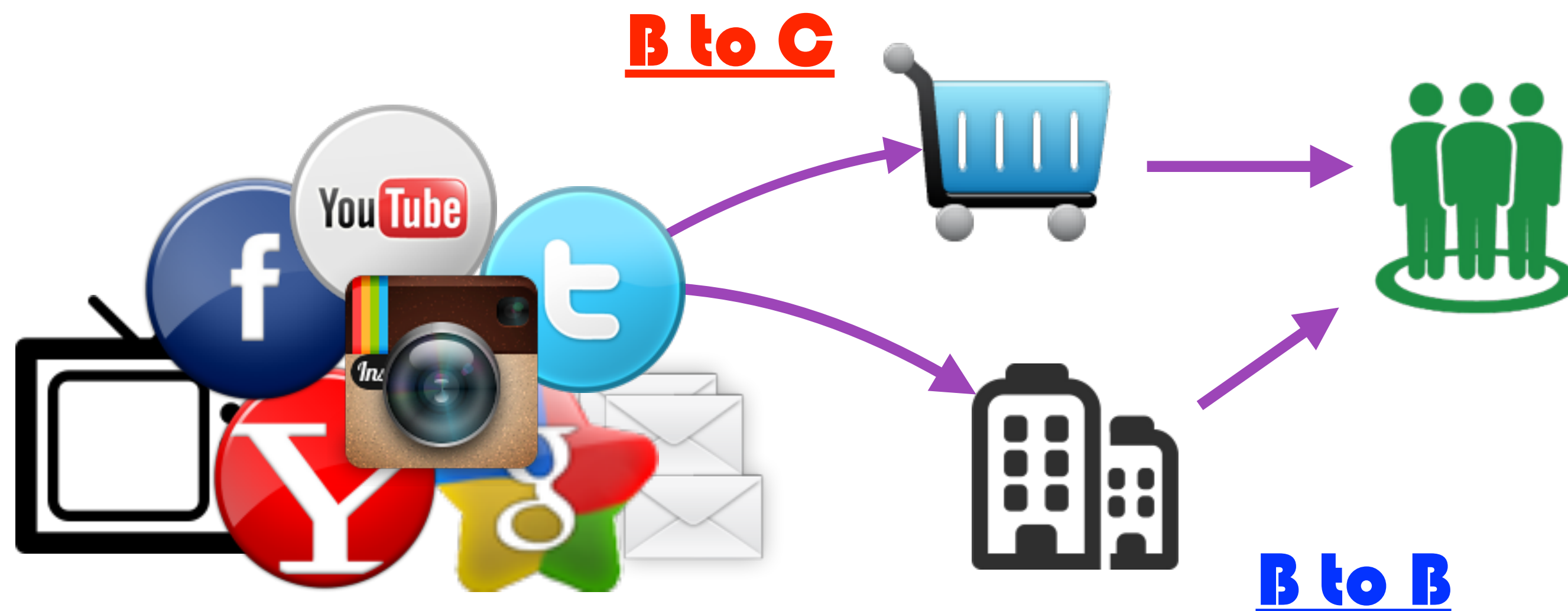
③ Promotional Campaigns through Media

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

→ Create catalogues and a Japanese home page for products to promote your 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 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.

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



⑤ Approach to Companies

Approach to our clients, retailers, department stores restaurants, sports shop etc.

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

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



⑥ EXHIBITIONS

We promote **Kinderfeets** 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>

baby&kids Expo 65,000 visitors

<http://www.bk-w.jp/en/>

Tokyo design week 106,321 visitors

http://tokyodesignweek.jp/en_index.html

Sportec 41,536 visitors

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

Fashion World Tokyo 20,270 visitors

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



Marketing Strategy (at Middle Stage)

Let Japanese celebrities use “**Kinderfeets**” products to promote and increase publicity.

→ Using celebrities will raise the publicity of the products among general public.
we have influencers 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 **Kinderfeets** 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 Trends in Japan

There is a huge market from SNS. On the Facebook and Instagram, users are very keen for showing what they do with their kids as their life style. “Kinderfeets” can give them a very good opportunity to show about the above. We should cooperate with those trend maker.

We can do some sort of event like Rece, Fashion competition, Custom competition 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)

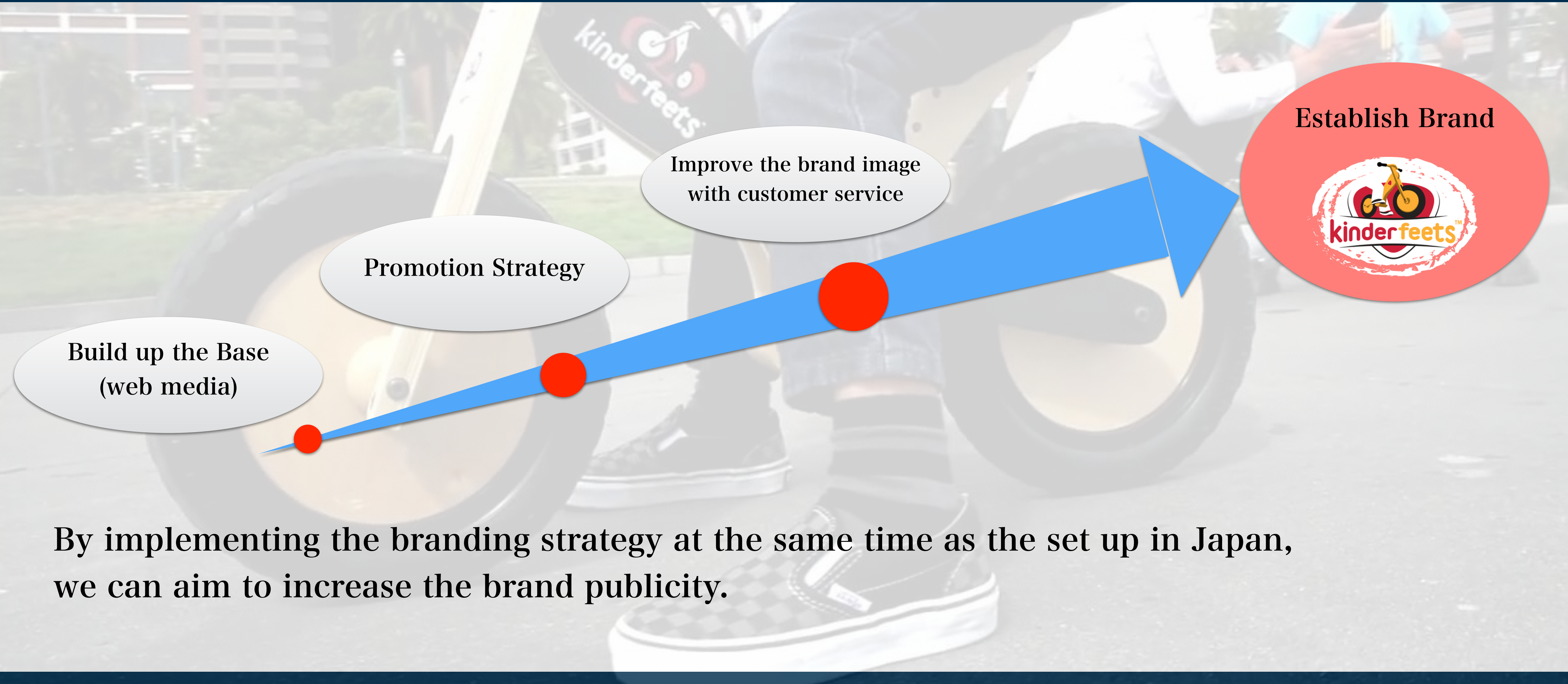
Continuous activity with users

if we compete only with 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

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 **Kinderfeets**
- 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 **Kinderfeets**

