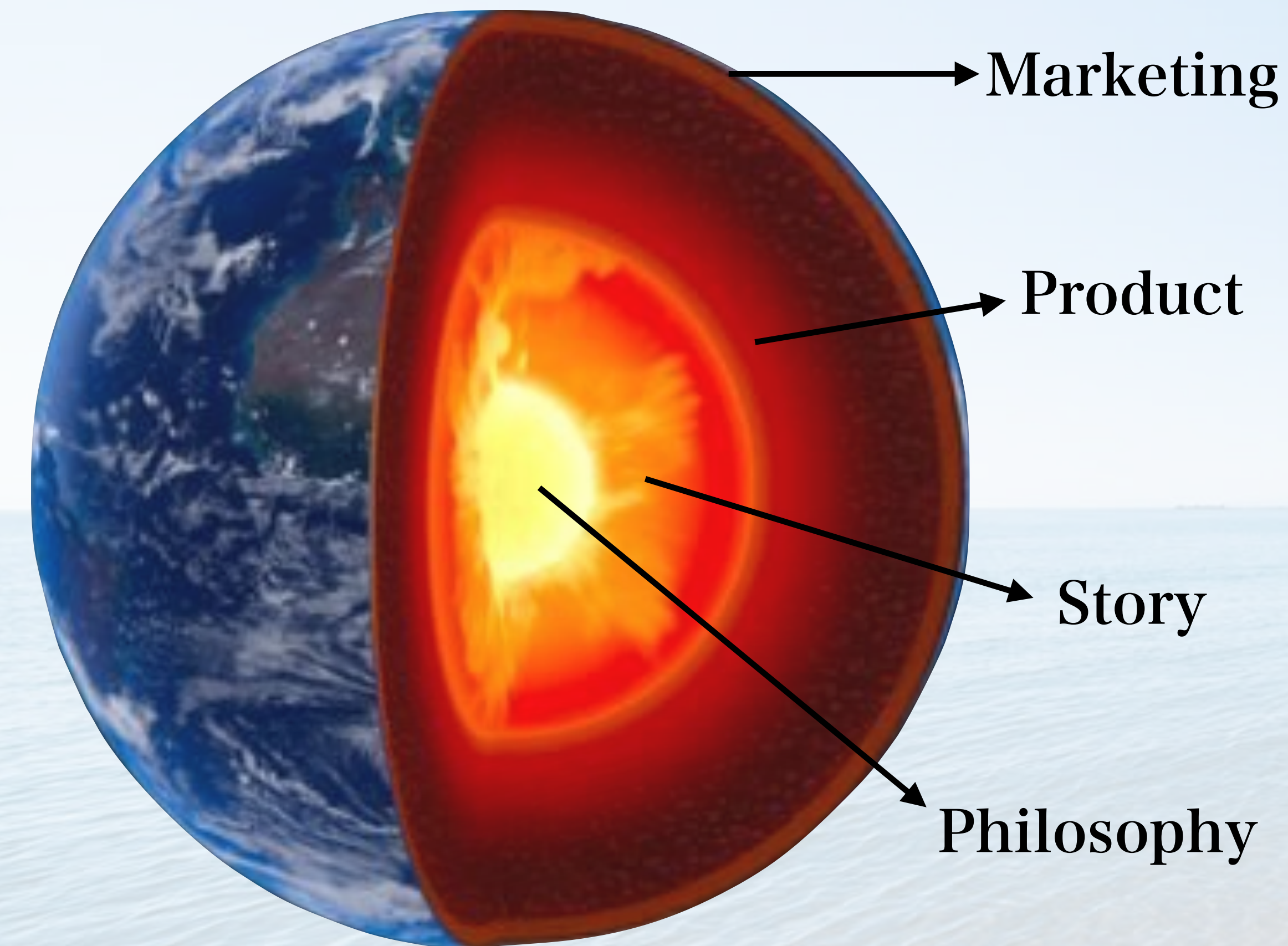


Hayama-Colony inc.

# Our MISSION



We believe a good business has 4 elements.

“Marketing” comes from a good Product.

“Product” comes from a good Story.

“Story” comes from a good Philosophy.

“Philosophy” comes from a human being.

Therefore, we always think about who makes, who sells and who purchases.

We take care of Marketing element.

So, what is a good Marketing??

We believe it shares an exact Philosophy, Story and Product to our Market. Then, it leads a right customer to the product.

Such a business makes people happy.

We are happy to be your partner like that.

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



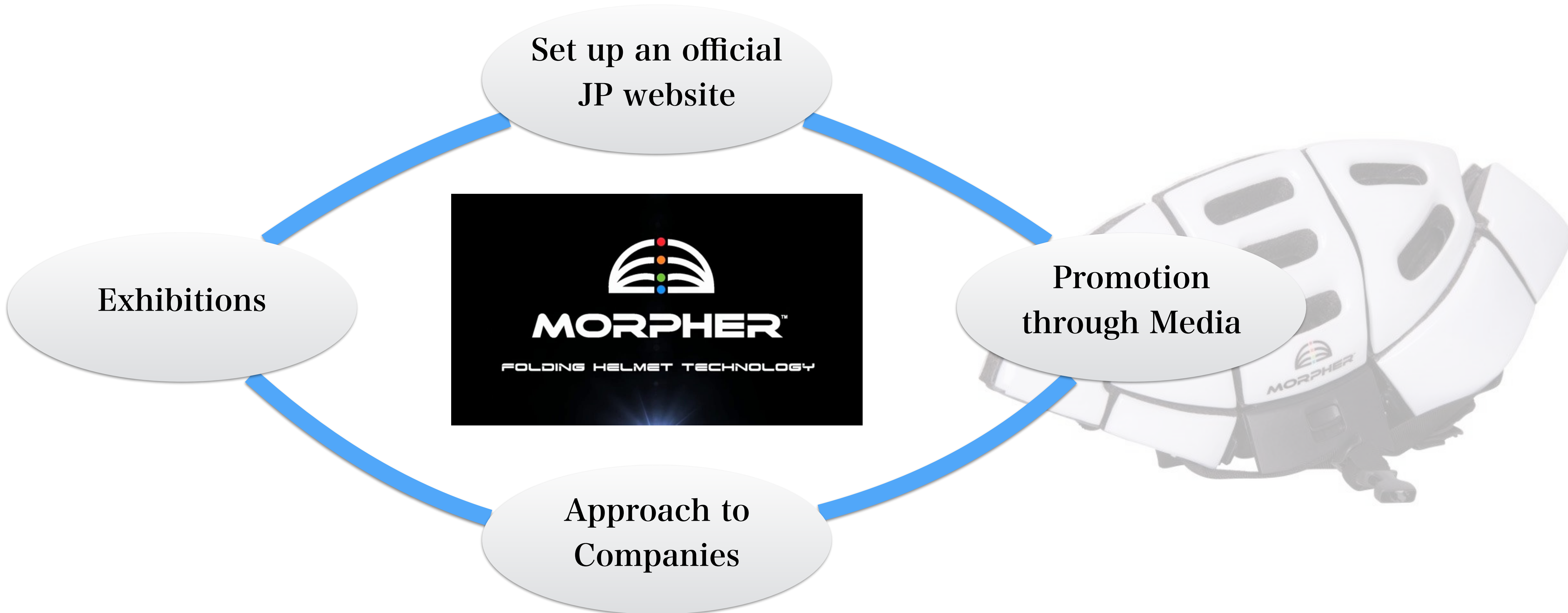
**MORPHER**<sup>TM</sup>

## The current situation in Japan and problems with **MORPHER** request

- 1) There is no platform for **MORPHER** 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 **MORPHER** 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, SNS

- 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.



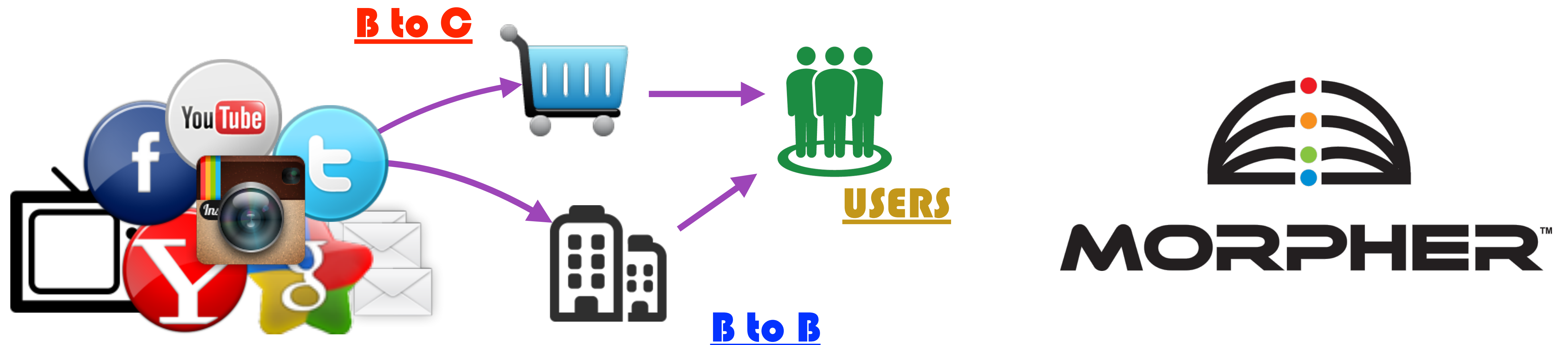
## ② Promotional Campaigns through Media

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

→ Create catalogues and a Japanese home page for products to promote **MORPHER** 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.  
So, we can expect effective and quick start on our business by using web ads.





### ③ Approach to Companies

Approach the clients, Cycle shops, Cycle Events etc.

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

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



## ④ EXHIBITIONS

We promote **MORPHER** 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>

Tokyo design week 106,321 visitors

[http://tokyodesignweek.jp/en\\_index.html](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/>

CYCLE MODE International 35,000 visitors

<http://www.cyclemode.net/english/>



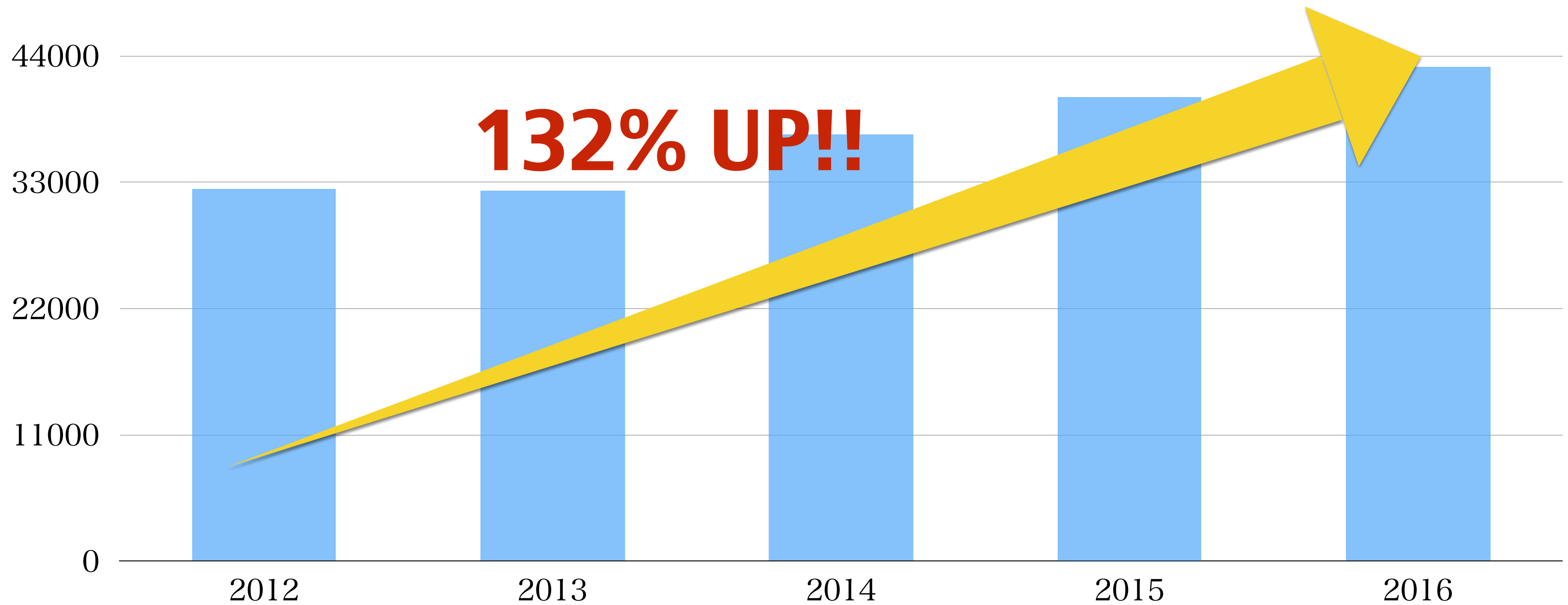
## Marketing Strategy (at Middle Stage)

Let Japanese celebrities use 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 **MOPHER** brand.

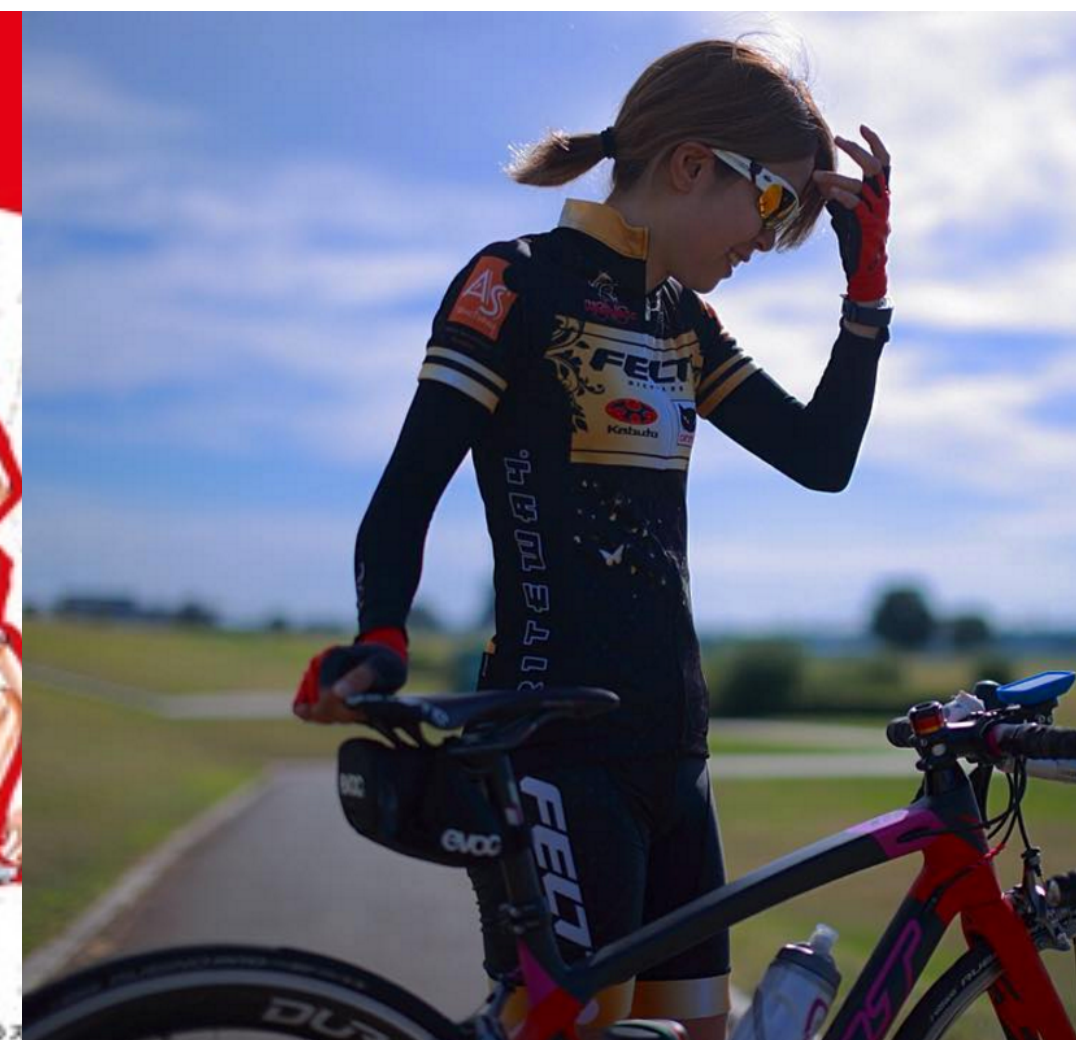
There are many charismatic people in SNS, their influence is even stronger than Magazine. We can contact to these people and sponsor their activity instead of working with us.

# Market Size for Road Bike in JAPAN (unit: million JPY)



# Market Trends in Japan

It has passed for several years already after a road bike begins to be watched as "the vehicle healthy and gently in the environment". Its tendency doesn't decline even at present. Maintenance on the cycle track in Tokyo inner city is planned for Tokyo Olympic Games holding in 2020. Also there is a very popular cartoon. Among young generation in the city, they prefer bicycle than car. They tend to share such their preference in SNS like Instagram, so this tendency would continue. A fair wind is blowing for our market.

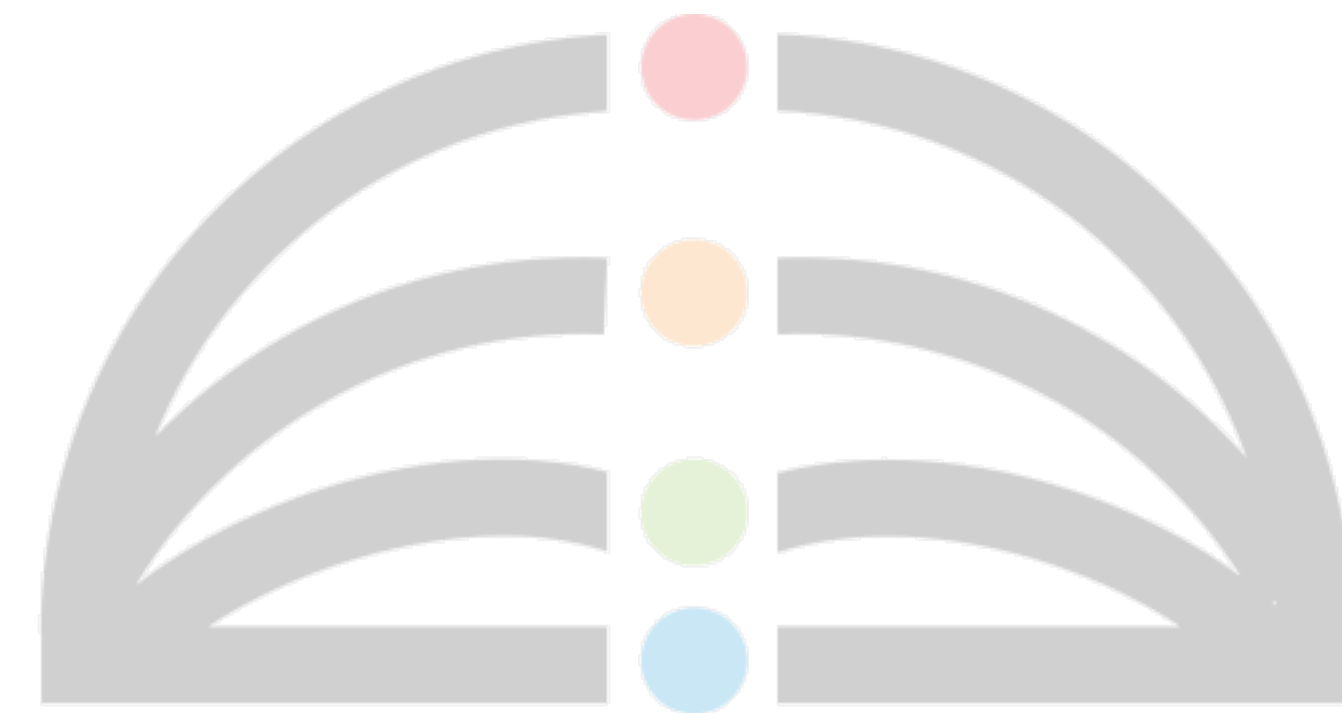


## Marketing Strategy (at Final Stage)

### Sales at retailers

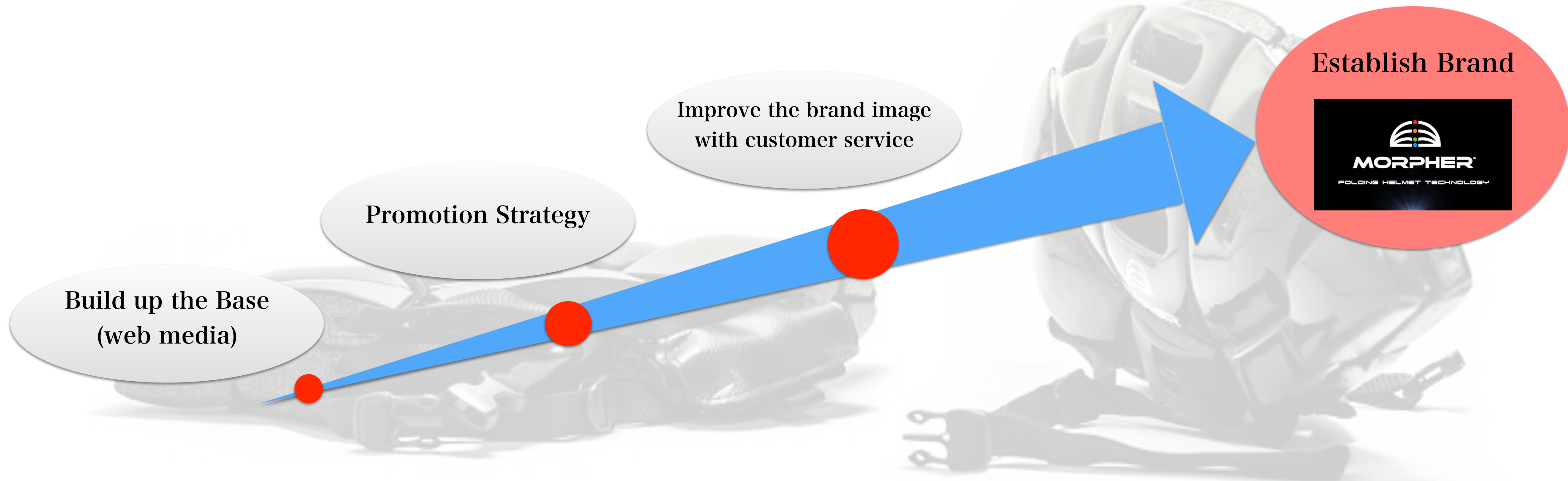
→ The increased publicity is estimated by the middle stage.  
Therefore, the sales profit at retailers **MORPHER** is expected, too.

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



MORPHER™

# 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 **MORPHER**.
- 2) Set up and Manage the official website, SNS in Japanese  
(All your web contents can be translated to 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

