



YOUR PARTNER IN JAPAN

ANOTHER WAY TO APPROACH THE MARKET.





YOUR PROJECT

- ▶ **DO YOU WANT TO PROSPECT AND IDENTIFY THE JAPANESE MARKET?**
- ▶ **DO YOU WANT TO AFFIRM, ACCENTUATE AND CONSOLIDATE YOUR PRESENCE IN JAPAN?**
- ▶ **DO YOU WANT TO DEVELOP YOUR BRAND IN A COMPETITIVE AND SOPHISTICATED ENVIRONMENT?**



ABOUT US

- ▶ **A MULTICULTURAL COMPANY, HIGHLY FLEXIBLE AND REACTIVE.**
- ▶ **A TEAM OF DYNAMIC PROFESSIONALS, AT YOUR SERVICE ON THE GROUND.**
- ▶ **AN ECONOMIC PLAYER WITH MORE THAN 6 YEARS OF EXPERIENCE IN THE JAPANESE MARKET.**
- ▶ **A LEVER OF DEVELOPMENT AND GROWTH TO SUPPORT YOUR COMMERCIAL PROJECT.**

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- ▶ MARCH 2012: CREATION OF THE COMPANY (MODEL KABUSHIKI GAISHA).
 - ▶ MARCH 2013: FIRST PARTICIPATION AT THE FRENCH FAIR OF UMEDA HANKYU DEPARTMENT STORE.
 - ▶ OCTOBER 2013: OPENING OF THE EPHEMERAL SHOP "3 POMMES" AT OMOTESANDO HILLS (3 MONTHS).
 - ▶ APRIL 2014: FIRST EVENT IN SHINJUKU ISETAN.
 - ▶ MAY 2014: FIRST EVENT AT NIHOMBASHI MITSUKOSHI.
 - ▶ NOVEMBER 2014: CORNER "3 POMMES" IN ISETAN SAGAMIHARA.
 - ▶ SEPTEMBER 2015: EPHEMERAL CONCEPT STORE "LITTLE GIRL" AT EBISU MITSUKOSHI (6 MONTHS).
 - ▶ OCTOBER 2016: OPENING OF THE "PAS À PAS" CONCEPT STORE.
 - ▶ JULY 2018: CLOSURE OF THE "PAS À PAS" CONCEPT STORE.
 - ▶ AUGUST 2018: CREATION OF THE HYBRID CONSULTING "AGENCY BE DO YEAH"

POLES OF ACTIVITY

▶ Consulting and market analysis.

- Market analysis
- Customers profiling
- Marketing strategy.
- Competitors Benchmark.
- Legal watch.

▶ Leads and negotiations.

- Verifying the positioning.
- Referencing your brand in our database.
- Canvassing and presentation of your brand to managers (Isetan, Mitsukoshi, Hankyu ...)
- Negotiating rates and participations to events in department stores.

▶ Promotional events.

- Preparation of an event.
- Set up of the stand/corner.
- Provision of our skilled sales force team.
- Participation in “one-off events” in different channels (private pop-up, department stores, digital events).
- Track sales and star items.
- Check the customers or managers feedback.

PACKAGES TO FIT YOUR NEEDS

- ▶ **DISCOVERY** (1~3 months) To get a glimpse of the market and its specificities.
 - ▶ **FIRST STEPS** (6~12 months) To act on the company/brand's development.
 - ▶ **PRESENCE** (12~36 months) To consolidate your global expansion.
- *Services are highly customizable, following your inquiries, budget and needs, we will elaborate a “solution-in-a-box” that cater your project.*

STANDARD OFFER

▶ DISCOVERY (1~3 months)

- Phone/mail interview.
 - Audit of the commercial development project.
 - Explanation of the market and its specificities.
 - Explanation of the legislation and standards.
 - Analysis and competitive benchmark.
 - Advices on customer targeting.
 - Analysis and advices on the positioning of your brand.
 - Implementation of tests at a Japanese laboratory, certified for department stores prerogatives.
- In short, make sure you have the correct foundations to start your development.*

CUSTOM OFFER

▶ FIRST STEPS (6~12 months)

- Feasibility study of the commercial development of your brand / products in the country.
- Provision of a project manager.
- Support of the pricing policy.
- Translation FR / EN / JP and dissemination of your communication outlets (flyers, pamphlets...)
- Automation of a mailing campaign (600 people).
- Establishment of a sales channel within department stores, occasional sales and consignment events (minimum 2 collections).
- Provision of our account at department stores.
- Provision of our sales force team.
- Follow-up and management of your commercial project.
- Creation of regular reports on the actions carried out, sales turnover, feedback of customers.

- *In short, Establish your brand in the market within a reasonable timeframe.*

CUSTOM OFFER

▶ PRESENCE (12~36 month)

- Support with the creation and registration of a commercial entity in Japan.
 - Search for potential business partners.
 - Presentation of your brand / products on identified channels (department stores, select stores, trade shows ...)
 - Implementation of a specific website for Japan if necessary (option).
 - Writing press kits and broadcast to targeted media (ELLE Japan, Very, Figaro ...).
 - Creation and management of social networks in Japanese.
 - Design and management of a promotional event (product launch, pop-up store, private sale).
 - Preparation and participation in "Playtime" fashion shows "Fashion World", followed by contacts. (excluding registration fees and operational costs).
- *In short, consolidate the next stage for the brand's evolution.*

PROCESS AND WORKFLOW

- ▶ Phone call/mail interview to determine your expectations and needs.
- ▶ Validation of the project feasibility and budget.
- ▶ Signature of the contract and first down payment.
- ▶ Common strategic thinking.
- ▶ Establishment of a roadmap, timeframe and list of ideas and actions.
- ▶ Management and follow-up of the strategic development.
- ▶ Feedbacks and reports.
- ▶ Cash-back resulting of the various event sales.

FEW EXAMPLES OF PUNCTUAL EVENTS AND POP-UP STORES ...

Isetan, Mitsukoshi, Takashimaya





KK BIDUILLEZ 2018