

2018

Global Immersion Course

Place

City

High Populated, Wealthy & Touristic areas (Tokyo & Seoul)

Storage

Warehouse Located

Decrease Transportation Costs

Distribution channels

Local Bakery & Coffee Shop
E-Commerce for Big Orders
Shopping Malls

Promotion

Website

Story & Message
All relevant languages
Promotion Video

Price

High Price Setting

Luxurious presentation
Make it look like a gift
Emphasize Social Message

Product

Differentiated Product Type

Exclusive Taste
Natural ingredients
Authentic Production Process

Adjusting to the market

Do a survey for Japanese and South Korean customers (sweet pastry)

Packaging

Luxurious Experience (Colors, Ribbon)
Social Message (Thank-You Card, Information, QR-code)



築夢社企
Dream-maker social enterprise



* Future Advice *

Open a shop abroad with a various product line

Create more products with Longan fruit

Try to acquire more funds

by entering competitions as Act for Impact & HULT prize