



BUSINESS PROPOSAL

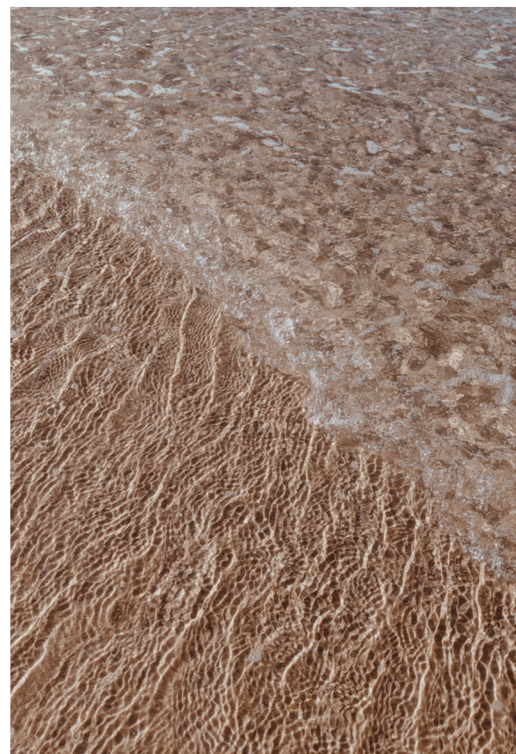
BUSINESS & MARKETING



ideas become reality

PREPARED BY :
Akina Hashimoto

A's BRIDGE Trading
www.asbtrading.wordpress.com
asbtrade@outlook.jp
+81-90-2078-4234



Our Business Overview

1 ABOUT OUR COMPANY

- Our mission
- Company Values

3 OUR APPROACH

- Our strategies;
Test Marketing
method

5 TRACK RECORD

- A history of
success and our
sales channels

2 WHAT WE DO

- Our services to
support you in
launching your
product in the
Japanese market

4 WHY CROWDFUNDING

- Benefits of utilizing
crowdfunding as
test marketing tool

About Our Company



WE ARE A'S BRIDGE TRADING: YOUR GATEWAY TO THE JAPANESE MARKET

- We connect global innovators with Japanese consumers, providing market research and tailored strategies for success.
- A's BRIDGEは、グローバル企業の日本進出をサポートします。市場調査からマーケティング戦略策定、そして販売促進まで、成功へと導く包括的なサービスを提供します。

OUR MISSION

- At A's BRIDGE, our mission is to be the bridge that turns ideas into reality, starting today. We are committed to providing the best path for companies worldwide to succeed in the Japanese market, supporting the growth of your business every step of the way.
- 「A's BRIDGE」は、アイデアを形にし、今日からその可能性を現実にする橋となることを使命としています。私たちの役割は、世界中の企業が日本市場で確実に成功を収めるための最善の道筋を提供し、ビジネスの発展をサポートすることです。

What we do

our service



MARKET RESEARCH IN JAPAN

- We conduct thorough research on consumer needs and market trends in Japan, proposing the most effective market entry strategies.
- 日本の消費者ニーズや市場動向を徹底的に調査し、最適な市場参入戦略を提案します。



TEST MARKETING/CROWDFUNDING

- We leverage crowdfunding platforms to test product-market fit and gather feedback from potential consumers.
- 製品やサービスの市場適合性をテストし、消費者からのフィードバックを得るために、クラウドファンディングのプラットフォームを活用します。



DIVERSE SALES CHANNELS

- From online to offline platforms, we utilize various sales channels to effectively penetrate the Japanese market.
- オンラインからオフラインまで、多様な販売チャネルを駆使し、製品を効果的に日本市場に浸透させます。

Our Approach

Test Marketing

マーケティング戦略



01

New Product Development

Your new product is ready for market distribution, whether for testing or for actual sales.

新製品のテスト販売や本格販売の準備が整う

02

Pre-Launch Marketing / Campaign Planning

This phase includes advertising, events, and other activities to generate interest, increase brand awareness, and drive sales. This period of at least 45 days is required.

事前告知と集客活動を通じて、あなたのブランド商品の販売を促進します。この取り組みには、最低45日の準備期間が必須です。

03

Pre-Sales / No-Inventory Sales in Crowdfunding

To minimize inventory risk, the final quantity will be determined after the crowdfunding campaign ends (approx. 2 months).

Products will be shipped* once the campaign is completed.

在庫リスクを最小限に抑えるため、約2月間のクラウドファンディングキャンペーン終了後に実際の数量を確定します。キャンペーン終了後に商品を発送*します。

** You will start manufacturing after the campaign ends and we will ship the products sequentially*

キャンペーン終了後、すぐに商品製造を開始し、順次発送いたします

04

Feedback from Customer

We provide consumer feedback that leads to product improvement.

商品の改善につながる消費者からのフィードバックを提供します

Our
Service

Our Approach

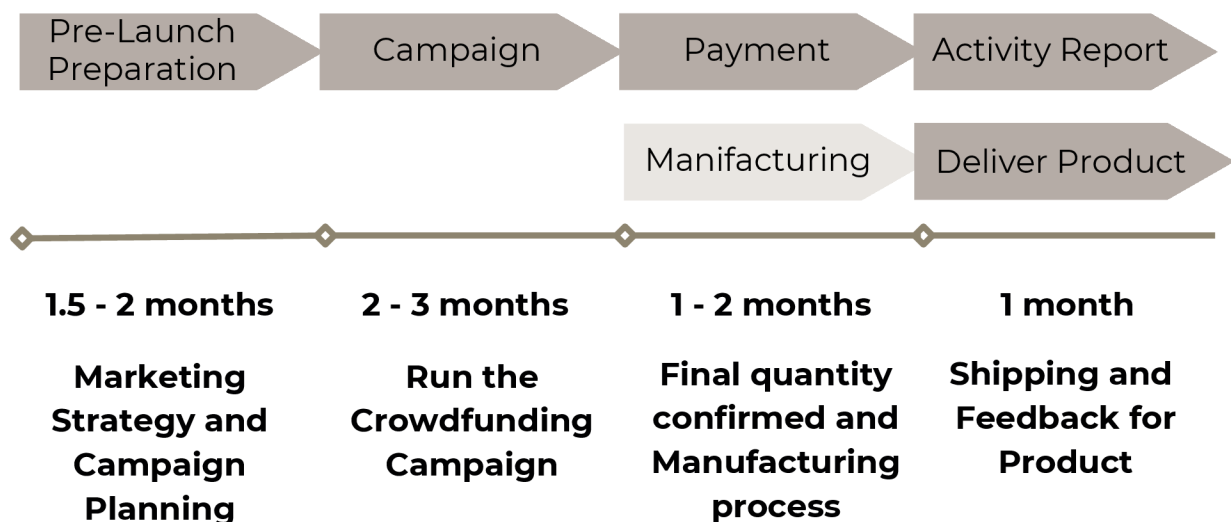
Crowdfunding Cycle



To test market effectively, we need to run a crowdfunding campaign incl. preparation period for at least six months

効果的なテストマーケティングの実施と消費者のニーズを把握するため、約半年以上のクラウドファンディング期間を設けます

CROWDFUNDING CYCLE



Why Crowdfunding?



We believe there are four main purposes for promotion through crowdfunding

クラウドファンディングを活用するプロモーションには、主に4つの目的があります

Test Marketing

This way, we can see how Japanese customers will react to your product before it's released to the general market.

一般販売の前に日本のお客様の反応・フィードバックを得ることができます

Pre-Sale

We can sell the product even before it's fully complete as prototype . This approach helps us gauge demand, secure early sales, and minimize inventory risk.

在庫リスクを最小限に抑え、顧客の需要を把握するために、商品が未完成でも販売することが可能です

Media

We can increase product awareness through various media platforms (Social Media, Newspapers, TV, Magazines, Web).

各メディア(SNS・新聞・テレビ・雑誌・ウェブ)を通して商品の認知度を上げることができます

Branding

We can clearly distinguish your product from other similar products on the market.

類似商品との差別化を明確に示すことができます

Track Record

OUR SUCCESS

A HISTORY OF SUCCESS IN OUR GROUP

これまでの実績



A HISTORY OF SUCCESS

700+

CONTRACTED
MANUFACTURERS

661

PROJECTS IMPLEMENTED

97%

PROJECT SUCCESS RATE

13.3million dollars+

TOTAL SUPPORT FOR ALL PROJECTS

Sales Channel

We utilize a variety of sales channels, both online and offline, to effectively reach the Japanese market

Japan's Three Major
Crowdfunding Platforms



In-Store Department



Online Store



Japan's Trade Show/
Exhibition

TOKYO INTERNATIONAL
Gift Show

Thank You

Let's connect with us!



www.asbtrading.wordpress.com
asbtrade@outlook.jp
+81-90-2078-4234

2024
A's BRIDGE Trading