



**ASIA  
FAIR  
TRADE  
2016**



**Delivering  
Sustainable  
Business Growth  
in Japan**

*Tamae Takatsu*

# Delivering sustainable business growth in Japan



Fukuichi Co.,Ltd  
Founder&CEO Tamae Takatsu

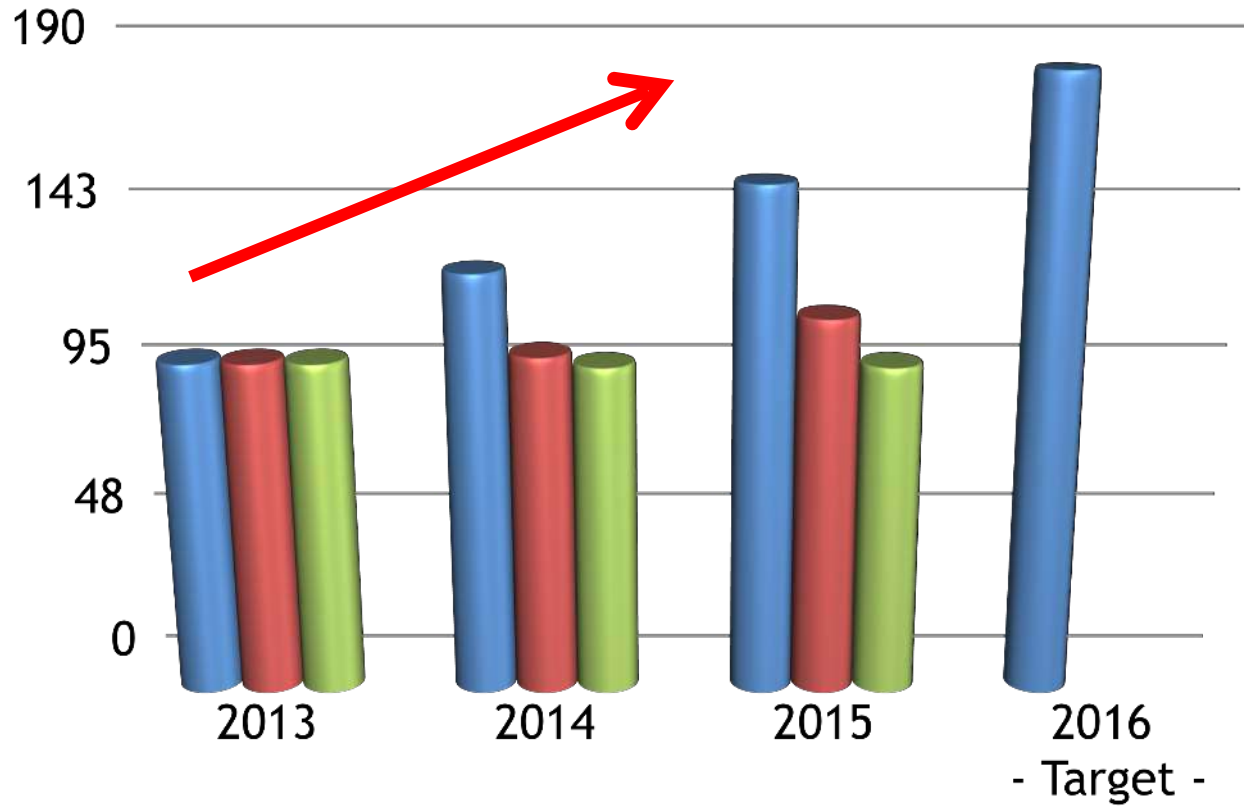
# Self Introduction







# Transition of Sales





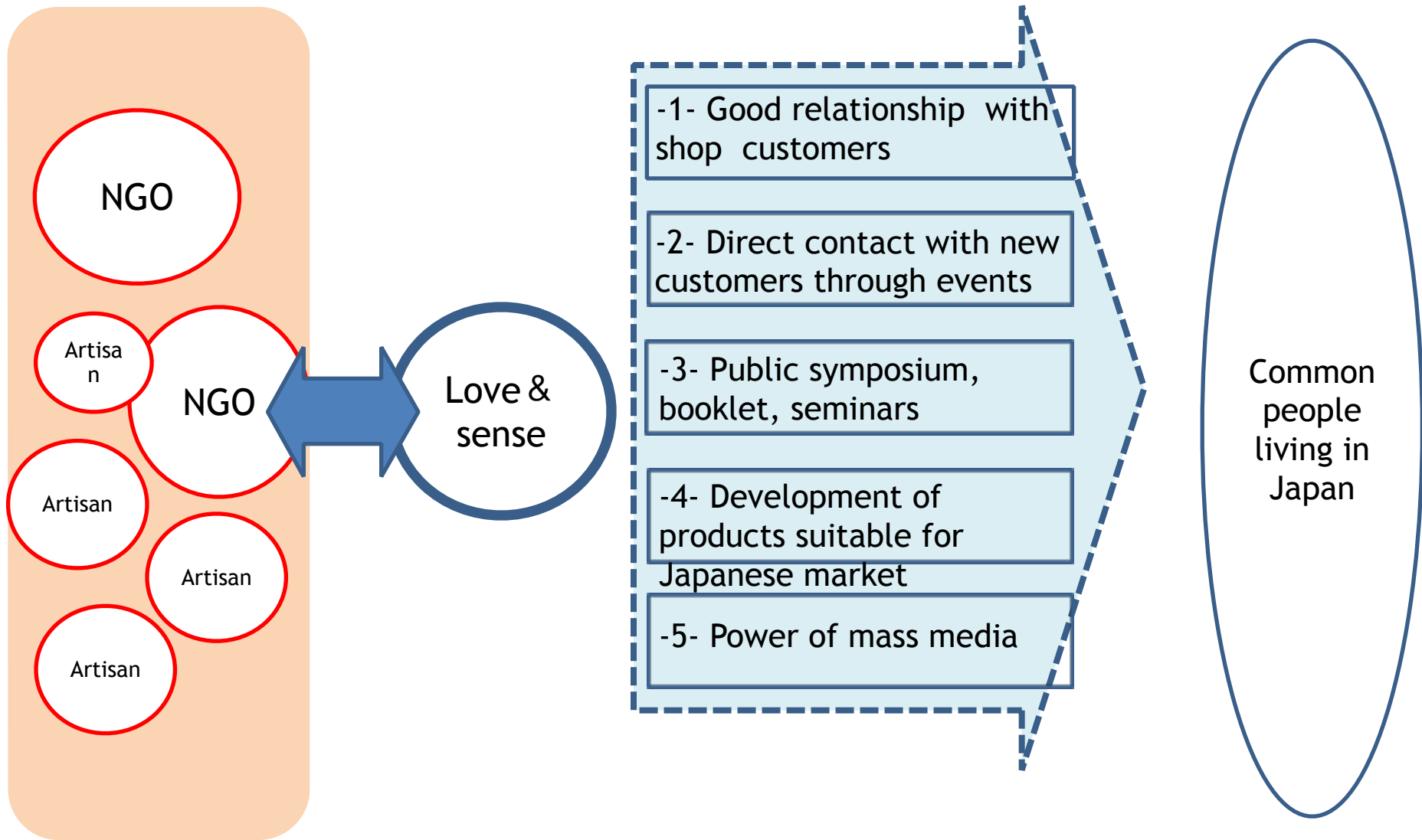
For delivering sustainable business growth,

**The most important thing**

**is:**

**Creating customers**





# 1- Good relationship with shop customers

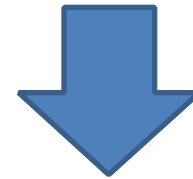


# 1- Good relationship with shop customers



## Information

- We sell fair-trade products only.
- We have connections with producers in developing countries.



Easy to understand  
for customers

# 1- Good relationship with shop customers



staff with deep  
knowledge of  
fair-trade

Effort to give  
clear  
information

**Smile**

## -2- Direct contact with new customers through events



## -2- Direct contact with new customers through events



### -3- Public symposium, booklet, seminars



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Consumer Affairs  
Agency,  
Government of  
Japan





#### -4- Development of products suitable for Japanese market



Add some  
trend colors to  
your color  
variations





Upgrading image  
by stylist



In Japan, many people prefer holding big bags with their shoulder.



Pierced earring is popular,  
but in Japan,  
Clip-on earring is more popular.

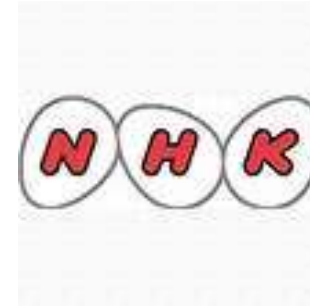


# -5- Power of mass media



Circulation: 520,000  
1 week series

## -5- Power of mass media

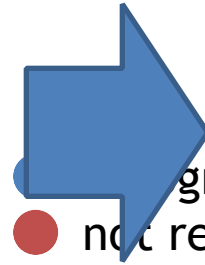
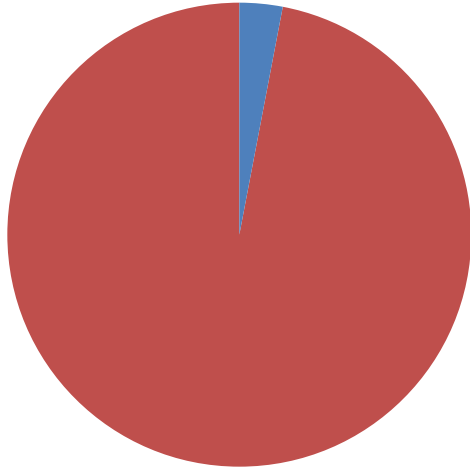


By NHK,  
Japan's public  
broadcasting station

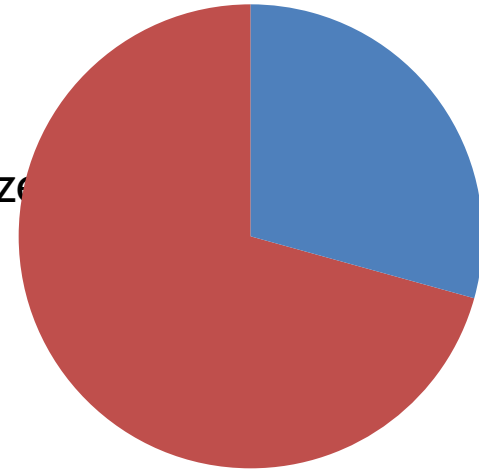
Interviewed about our  
project, supporting  
victims of the Great  
East Japan  
Earthquake, by  
method of fair-trade

# How the recognition ratio of fair trade has been changed in Japan

2006

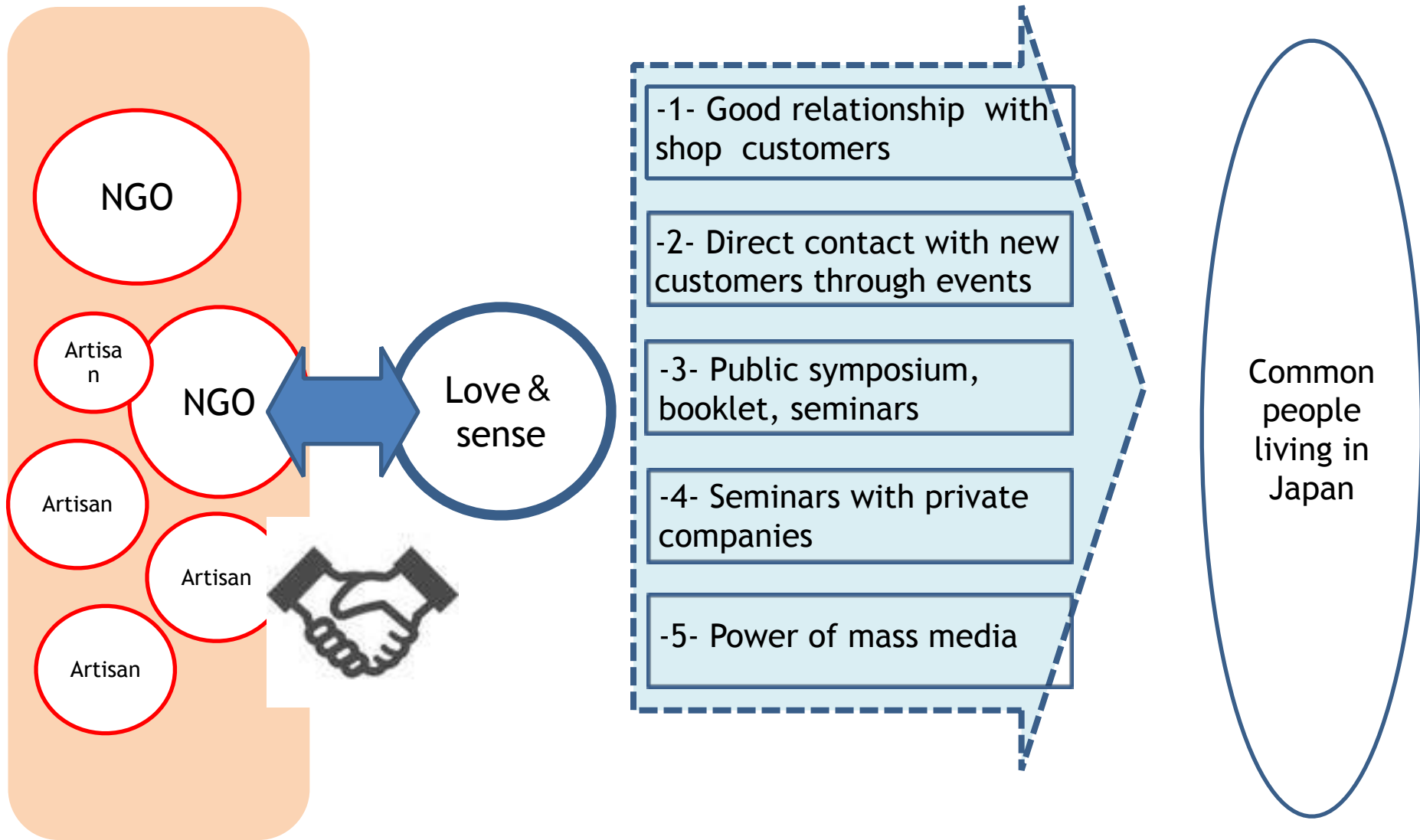


2015



● recognized  
● not recognized

● re  
● no





# What we want partner artisans to achieve;

- <1> ability to produce the same leveled products constantly / to deliver safety products
- <2> knowledge of marketing
- <3> idea to respect your own story

Thank you for participating our session.