

We stand ready to assist clientele in all stages of marketing strategies, from market research and analysis of related materials through the vital stages of product planning, trial production, pre-marketing (field interviews with prospective customers), setting mass-production specifications and implementation of mass-production and sales promotion in markets around the world.

To assist in these activities, we utilize a proven process, which is briefly described below. This process is extremely effective for introducing new products to the market or expanding the sales of products currently offered.

Step 1. Brainstorming - Target Markets, Products, Technologies

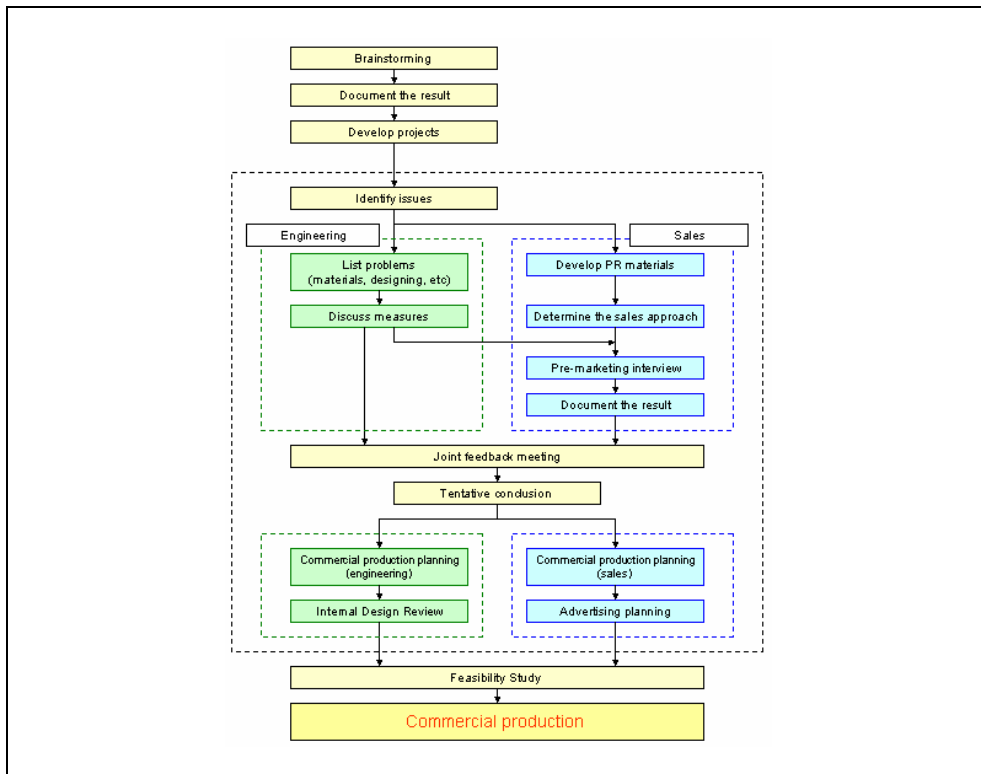
Following the signing of an agreement of confidentiality, the first thing we do is arrange and conduct thorough brainstorming sessions with the client to gain a clear understanding of the product/technologies to be involved or required. During these sessions, we make note of the required materials, operating speed, optical and electrical characteristics, and other pertinent information explained by the client as the product and its principal uses are outlined, or problems or points requiring improvement in manufacturing processes are discussed.

Upon request, we are also ready to conduct brainstorming sessions to assist in determining proper target market and business opportunities including pricing and sales strategies, ensuring that the optimum efficiency is attained in pre-marketing activities.

Step 2 . Marketing Plan Submission

Based on the result of the brainstorming sessions, we prepare and submit a proposal in the form of a "marketing plan." Even though the main focus is on pre-marketing for products and prototypes, we excel the process by finalizing/resolving questions and preparing presentation materials from the outset. Technological and manufacturing reviews are conducted in parallel with the above process, thus guaranteeing prompt, efficient progress. Scheduling, staffing expenses and other administrative requirements are also explained at this stage.

Marketing plans vary according to product, but the following is a flowchart describing common procedures that we have utilized in the past.



Past projects include successfully introducing products and prototypes to leading manufacturers in the North American market and conducting interviews via the company's USA office.

Step 3 . Pre-marketing Activities ~ Interim Conclusions

Pre-marketing activity results for each individual visit are documented and subsequently submitted, while materials accumulated for analyzing operations and progress from a comprehensive viewpoint are compiled and presented upon the completion of visits. Based upon these materials, an interim conclusion is drafted and presented at a joint feedback meeting held with the client's technical, manufacturing and sales departments. Here, we discuss the specifications and pricing and sales strategies in preparation of moving forward to mass production and volume sales.

**Step 4 . Planning for Mass production & Volume Sales
~ Field Surveys ~ Start of Mass Production & Volume Sales**

Based on the proposed strategy determined at the feedback meeting, specific measures are formulated to ensure smooth progress in the technical, manufacturing and sales departments as they prepare for and implement mass production and volume sales activities. Here, Optomarketing's knowledge and experience are offered as support for introducing effective cost reduction, yield improvement, sales growth and advertising strategies. We also conduct field surveys to verify business opportunities before proceeding to mass production and volume sales activities.

<Examples of Successful Projects in the Past>

Target Markets for Machining Jig

A client approached us with a request to “research cross-industrial opinions” regarding a variety of target markets for machining jigs. Interviews were conducted with fiber manufacturers, device manufacturers, systems manufacturers and FA machine manufacturers regarding conditions and requirements both upstream and downstream of actual jig usage. The total process including interview and feedback was timely and efficient.

Passive Device Research

A client approached us with a request to “obtain the opinions of leading manufacturers in North America” regarding the utilization of passive devices. We drafted the required documentation in English and the representative of our USA office visited the prospective manufacturers with samples, conducted interviews and obtained evaluations.

For both of the above-mentioned cases, Optomarketing provided support for promotion through advertising in trade journals and arranging participation in exhibitions in- and outside of Japan. Upon request, we also accompanied the client's salespersons to the prospective customer company to assist in arranging mass production and/or volume sales.

Should you have any inquiries regarding available services, or questions in general, please feel free to contact us. Optomarketing is looking forward to serving you.

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