

We promise marketing research data that will assist clients to actualize maximum effect utilizing a minimal budget, doing so in the shortest possible research period. Listed here is a brief explanation of the processes incorporated to prepare marketing research materials.

Step 1 . Discussions regarding Target Markets, Products & Technologies

The process begins with the signing of a confidentiality agreement, after which we sit down with the client and thoroughly discuss all matters that are to be focused on in the investigation. At this time, we carefully listen to explanations regarding the product and/or technology in question, as well as check to make sure that we have all the pertinent information required, such as materials requirements, operating speed and optical/electrical characteristics. This is important for determining the market development and research policies for **Step 2** and beyond. Whether the target is FTTH, medical devices or the Chinese market, we breakdown the cross-sectional “market information” to a practical level that is easy to understand and utilize for strategy development.

Optomarketing is ready to handle any research project, and has been contracted for research of extremely specific contents such as “proposed applications for miniature displacement sensors” and “the possibility of introducing low-voltage miniature actuators for optical SW and VOA.” In area of market information needs, we are receiving an increasing number of requests, including “outlining an urban area redevelopment plan for the purpose of introducing FTTx” and “introducing examples of fiber-optic cables utilized in Vietnam and information on related companies in the market.”

Step 2 . Discussion of Market Development and Research Policies

Following the activities carried out in **Step 1**, a specific research policy is determined. Here, the information on products and technologies, materials requirements, operating speed and optical/electrical characteristics is most important. Aiming to implement the optimum market development plan for specific products or technologies of a client, we review and analyze the proper research format to be used. In marketing terminology, this is “hypothetical planning,” and the data collected are the “tools utilized to verify the hypothesis.”

Discussions are dedicated to specifically target markets (e.g., Japan, Asia, Europe, USA, global, etc.), enterprises and/or organizations (e.g., competitors, prospective customers, manufacturers, carriers, end users, etc.), items and timelines (present circumstances, next season, mid-term or distant future, etc.).

In the past, we have conducted research on limited operating speeds, such as “market and technological trends for passive optical devices operating that the nanosecond level,” and uncommon materials, like “the marketability of plastic and nickel alloy Ferules.” Other recent research has been quite segmented, including requests for information on polarization, wavelength and power characteristics.

For clients that are focusing on specific target markets, such as “research into the feasibility of expanding into North American or Chinese markets,” Optomarketing arranges to take possession of the product(s) and has staff members working in the local market conduct interviews based on a survey prepared in cooperation with the client together. The information gathered is then analyzed and a complete report filed to the client.

Step 3 . Submission of Proposal and Estimation

The next step is the submission of a “service proposal” that is compliant with industrial product “specifications and estimated costs. The service proposal includes the following:

1. Objective (research purpose and outline)
2. Targeted technologies, products, markets, etc. (tangible description)
3. Preparation of plan documentation (proposed content)
4. Research Schedule
 - Date research is to begin
 - Date final research report is to be submitted
5. Scope and Coverage of Contract

The Company estimates its workload based on the content of the proposed plan documentation. Calculation is made by adding the cost of the number of planned interviews to the basic marketing research fee shown elsewhere in this web site. Once the client agrees to the service proposal and estimate, research begins.

Step 4 . Reporting of Research Results

Optomarketing will present its research results in one of two ways, either in the form of a presentation at a debriefing session or submitted as printed documentation (booklet) for private review. The data collected and utilized to create the documented report is provided in CD format (CD-ROM) as well. Reports can be prepared in Japanese, English, Chinese or Korean. (For languages other than Japanese, a separate translation fee will be charged.)

<After Reporting the Results>

If you have any questions regarding the research results, we will gladly provide an additional report that explains those items inquired of. In general, the additional report will be free of charge, however this depends on the volume and contents. For themes newly cited at debriefing sessions, we will be happy to make estimations for "additional research."

When requested to accompany a client's sales staff or Optomarketing's coordination is necessary for technological cooperation as the result of research findings, we will be delighted to cooperate with client requests upon acceptance of a separate estimation. Coordination and sales staff accompaniment services are currently offered in the USA (Canada), UK (Europe), China (Taiwan), Korea and Japan.

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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