

7. Presentation of a new marketing plan to the head office in the US

米国本社への新マーケティング計画のプレゼン

Script

A: I'd like to begin our presentation of our three-year marketing plan which starts next year. We'd like to achieve the maximum effect within a limited budget, and we ask for your approval for the necessary budget.

B: Please list three main points.

A: Yes. First, shift from the paper medium to the Internet. Second, give discounts only during the year-end season to raise our brand value. Third, collaborate with apparel makers to attract new customer segments.

B: What about the customers who don't use the Internet?

A: The results of a survey of 200 customers show that 80% see information online only. So we thought further strengthening Internet marketing could attract new customers. As for the paper medium, we will stop placing ads in newspapers but we will retain magazines that fit our customer demographics.

Vocabulary

achieve

paper medium

collaborate

customer segments

attract

retain

limited budget

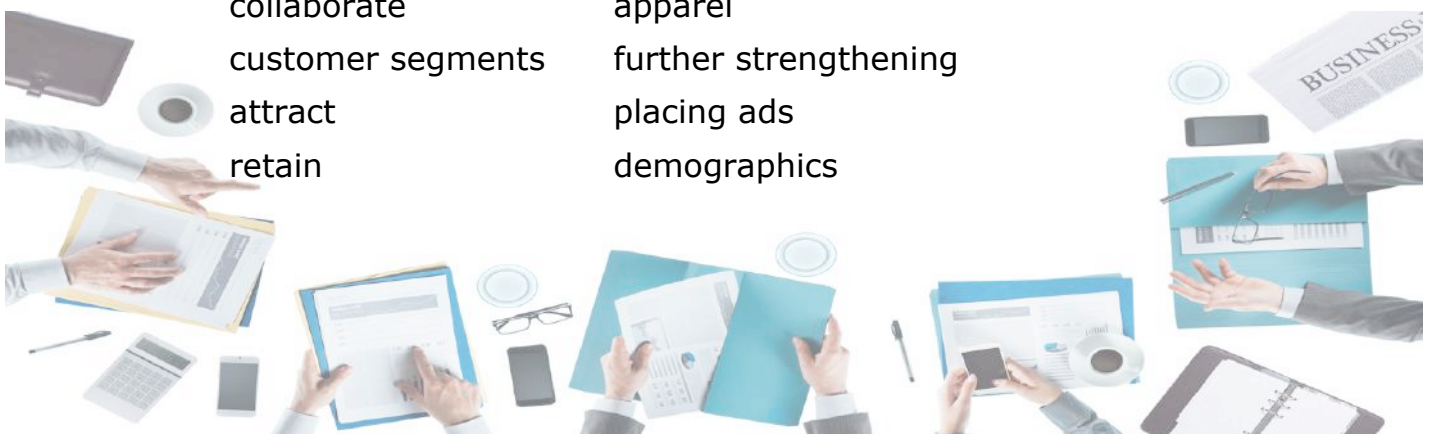
brand value

apparel

further strengthening

placing ads

demographics



8. Prep meeting for press conference

プレス発表会の準備

Script

A: Tomorrow we are finally having our press conference for new products. Are you ready?

B: I am a bit worried because the products to be displayed have not arrived yet, but they are going to be delivered to the venue this evening.

A: Major magazine publishers and beauticians are coming, so please greet and entertain them properly. Also please direct them to face the platform during the PowerPoint presentation.

B: How many artists should we allocate in the area where the new products will be demonstrated after the presentation? I think at least five are necessary.

Vocabulary

press conference

venue

beauticians

demonstrated

worried

magazine publishers

allocate



9. Counter design meeting under global strategy

世界戦略下の店舗デザイン会議

Script

A: Congratulations on the decision to open a new shop!

B: We need to think of a counter design for our section right away. The global brand book shows basic designs but they can't be used as is.

A: Keeping in line with the guidelines, please come up with a rough design which you think is best. We will consult with the head office based on that design.

B: Since shops in Japan are small, we have to carefully consider the customer flow line, where to attend to customers, where to place a POS cash register and so on. But we will try to match the entire color scheme, materials and image to our global one.

Vocabulary

global strategy
brand book
come up with
consult with
POS

congratulations on
as is
rough design
customer flow line
cash register



10. Budget meeting on sales and profitability

売上と利益の予算会議

Script

A: Let's begin the budget meeting. Last month's sales were 10% greater than projected sales but profit was 5% smaller than projected profit. What do you think caused this?

B: There are several factors. Last month new products sold better than we expected, so sales increased. But the depreciation rate declined by about 3% due to air transportation for emergency imports and the recent yen depreciation. In addition, more promotional giveaways were used than we planned, which increased sales promotion costs. As a result, profitability declined.

A: What is this month's projected sales?

B: This month we cannot expect good sales because of the reaction to the sales promotion of new products, but profitability will be OK. In the mid-to-long term, we can expect an increase in sales because new products have attracted new customers.

Vocabulary

profitability

budget meeting

projected sales

profit

caused

factors

than expected

depreciation

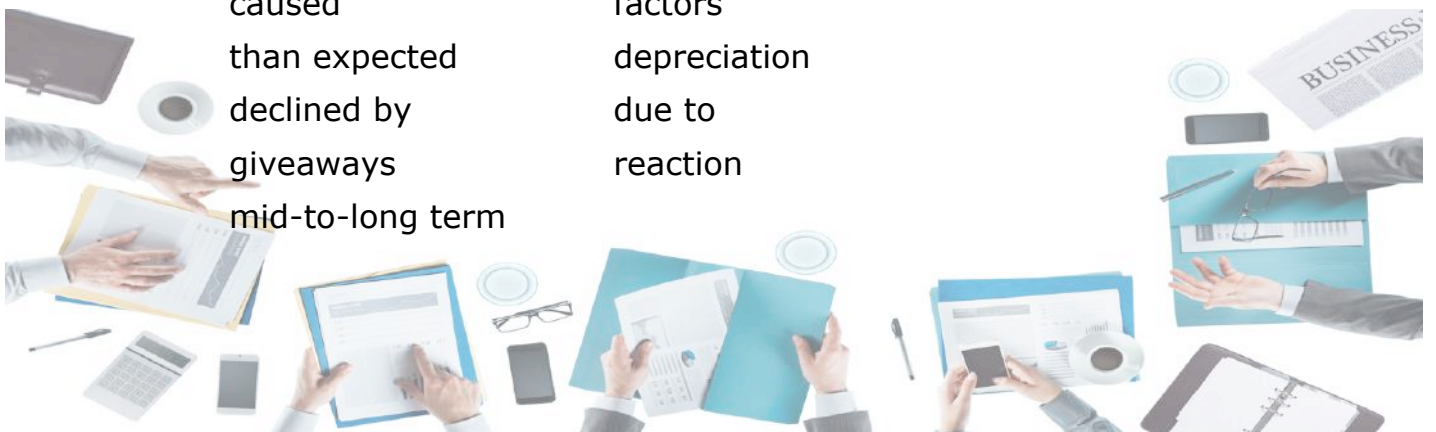
declined by

due to

giveaways

reaction

mid-to-long term



11. Brainstorming about sales channel expansion

販路拡大のためのブレスト

Script

A: To increase sales and make our products better known, expanding our sales channels is an option. Let's brainstorm. Think outside the box and come up with ideas.

B: Expanding sales channels will incur costs. And as we are now short-handed, I oppose that opinion.

C: Customers see products only in our current chain stores, so we are not reaching potential customers. Therefore, selling our products through various channels may enhance name recognition of our products.

D: Customer segments are different depending on sales channels. So it is necessary to analyze statistical data and industry documents in advance.

E: Instead of expanding channels, if our products become so popular that long lines are formed in front of our current stores, we will receive applications from many distributors. Then we will be able to negotiate favorable deals.

Vocabulary

brainstorming

outside the box

incur costs

oppose

various channels

segments

favorable deals

expansion

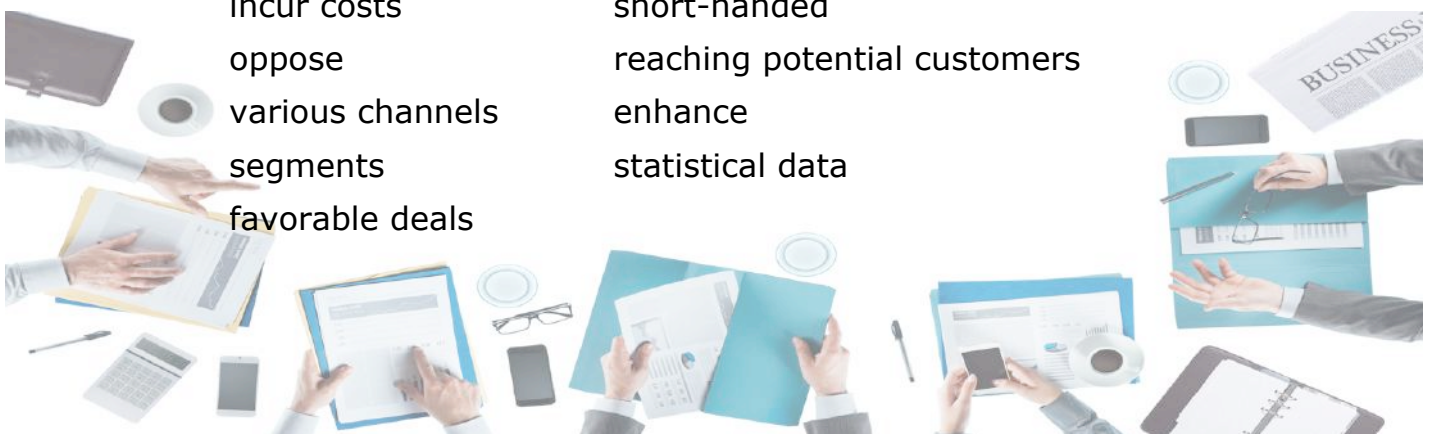
come up with

short-handed

reaching potential customers

enhance

statistical data



12. How to expand our brand to overseas

ブランドの海外展開

Script

A: We'd like to consider Asian countries in order to expand our basic skincare products overseas.

B: Although we simply say Asia, each country has its own laws and tax systems. So we need to investigate this thoroughly.

A: Even in Japan, there are different laws related to sales, such as the Pharmaceutical Affairs Law.

B: In each country cosmetics are clearly distinguished from pharmaceutical products but types of active ingredients and regulations are different. In Japan there are also "quasi-drugs" which are a unique product classification.

A: First, we need to research market scale and market characteristics of cosmetics in each country. I think Euro Monitor's documents are very useful.

Vocabulary

laws and tax system

thoroughly

distinguished

quasi-drug

market scale

Euro Monitor

investigate

Pharmaceutical Affairs Law

active ingredients

classification

market characteristics



13. Overseas development

海外進出

Script

A: There are two ways to set up operations overseas. One is to establish a subsidiary and the other is to use a local distributor.

B: I think it is better to establish a subsidiary to maintain the high value of our brand.

A: But that would require a large investment. How about using a distributor at first? There may be many distributors who want exclusive rights but we should avoid exclusive distributorships as much as possible. So I suggest we sign an exclusive contract for just one year, so that it can be terminated when we review sales results after a year.

B: I see. I think the first year should be the test period. It's OK to give exclusive distributorships during that period but a contract from the second year on should be left blank.

Vocabulary

set up

subsidiary

investment

avoid

terminate

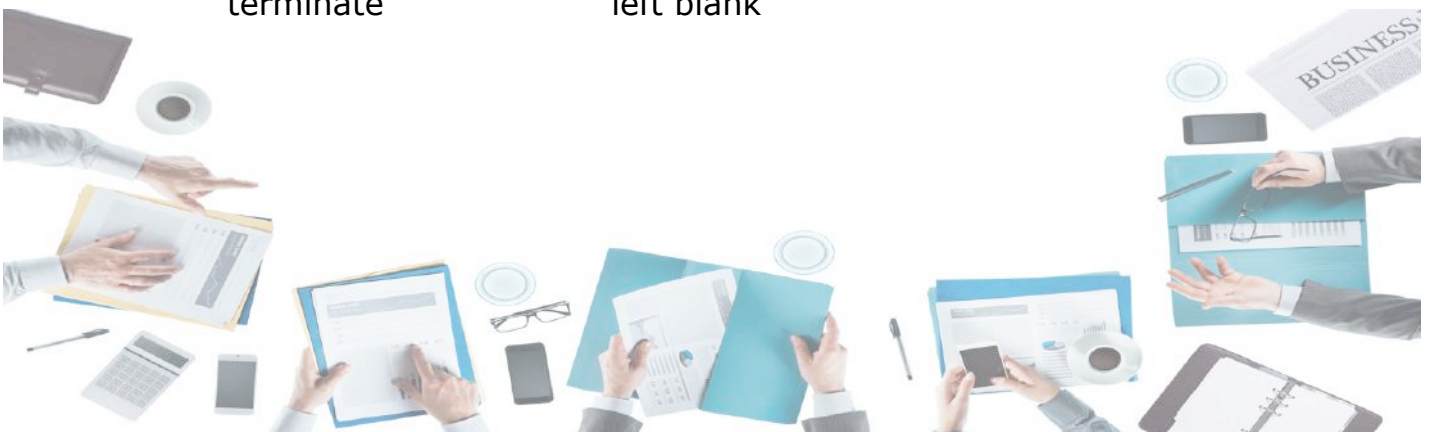
establish

local distributor

exclusive rights

distributorship

left blank



14. Customer acquisition and retention rate meeting

新客と離脱防止

Script

A: The number of new customers acquired per store has been decreasing recently. Why?

B: It's a reaction to the successful campaign we launched three months ago.

A: I understand the reaction from our existing customers but is there any other reason for the decrease in new customers?

B: There are no marketing mechanisms, such as campaigns, new products, and advertising.

A: What can we do with a limited budget?

B: Giving free samples in magazines doesn't cost much and also makes magazine publishers happy.

A: That's a good idea. But please come up with more ideas.

Vocabulary

customer acquisition

acquired

reaction

retention rate

per store

limited budget



15. Ordering flyer printing to ad agencies

代理店へパンフレットの印刷発注

Script

A: We'd like to place an order for 20,000 flyers for the year-end sale. Can you propose some designs and quote a price?

B: We need information such as your design concept, target audience and place where the flyers will be used.

A: We have drafts prepared by our head office in the US. Our target audience is people in their 20's. Our budget is tight so please bear that in mind.

B: Understood. We will create three rough designs, so let's discuss them once they are ready.

Vocabulary

flyer

place an order

concept

in their 20's

bear that in mind

ad agencies

quote a price

target audience

tight

rough designs

