16. Regulatory and legal meeting
薬事

Script

A: Since this new product is a quasi-drug, the application will take some time.

B: Will it take long to get approval?

A: No. It won't take long because the effective ingredients only require registration.

A: I am relieved to hear that. How do we create a label?

B: The regulatory affairs staff will prepare a draft so please have the designers finish the label within the range permitted by regulations.

Vocabulary

regulatory	legal
quasi-drug	application
take long	effective ingredients
relieved	label
regulatory affairs	within the range
permitted	

17. Regulatory and legal meeting 2
薬事２

Script

A: Is it OK to tell customers that this product can remove wrinkles? Let's advertise this as the UK's top seller.

B: Wait a minute. That would violate the Pharmaceutical Affairs Law and the Truth in Advertising Law. Please think of an appropriate expression regarding wrinkles. As for the top seller, get supporting evidence from the head office. After that, let's discuss this matter again.

A: Well, that requires quite a bit of work! But compliance is also important. Moreover, we should not mislead customers.

Vocabulary

remove wrinkles	advertise
violate	Pharmaceutical Affairs Law
Truth in Advertising Law	appropriate expression
Supporting evidence	Let's discuss
quite a bit of	compliance
mislead	

18. Study on media strategy – TV, magazine and newspaper
媒体戦略 – TV, 雑誌、新聞

Script

A: We'd like to allocate a budget to raise our brand awareness for next year. What do you think are effective methods?

B: If the budget permits, TV commercials can produce immediate results and are the most effective.

A: But we don't have many shops. In the Kanto district, we only have 10 shops. Even if people want to buy our products after seeing a TV commercial, the number of shops is so few that ROI will be very poor.

B: How about running a short commercial on local stations in the Kanto district as a test?

C: How about trying magazines first? Magazines can keep costs down, and can also be used as a promotion tool in the shop.

A: If we can tie up with a publisher, an advertorial can be used to raise our brand awareness at a low cost.

Vocabulary

allocate	raise
brand awareness	effective methods
budget permits	immediate results
district	ROI
running	promotion tool
tie up with publisher	advertorial
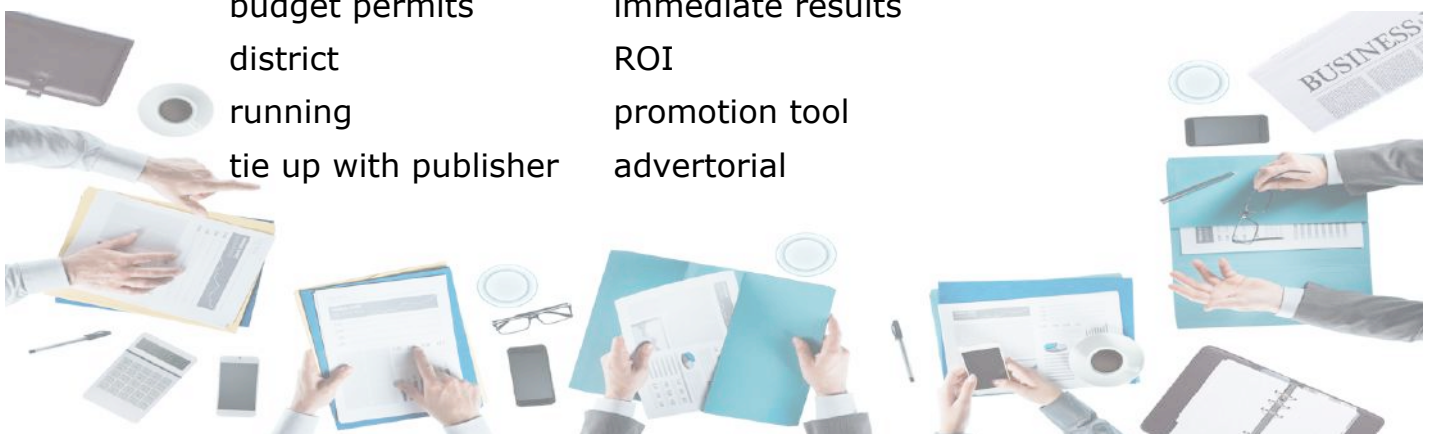
19. Digital marketing
デジタルマーケティング

Script

A: The scale of Internet Marketing has been expanding recently. I think our company should also try Internet marketing.

B: There are various forms of Internet marketing. Since we already have physical shops, we should aim at omni-channel retailing.

A: The easiest way to sell our products is through wholesalers such as Amazon Beauty.

B: Yes, but we won't be able to manage our customers directly. So first of all, we should define what our company should aim at.

A: We are not a mail order company. We should place importance on establishing our brand for the long-run. To maximize customer benefits and implement CRM, which is important for the company, I think we should aim at omni-channel retailing.

B: Let me put my ideas together and make a presentation.

Vocabulary

physical shops	aim at
Omni-channel	easiest way
wholesalers	define
mail order company	long-run
maximize	customer benefits
implement	CRM
put my ideas together	
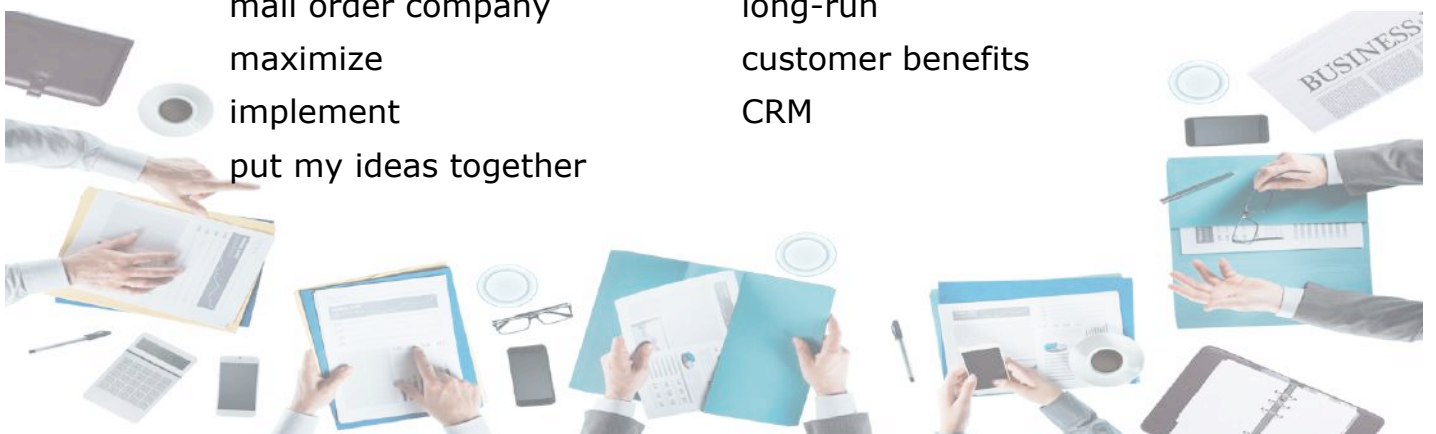
20. CRM and customer analysis
CRM と顧客分析

Script

A: Getting new customers requires a lot of time and money. So it is also important to satisfy our existing customers so that their purchase frequency and purchase unit price can be increased.

B: We don't have a CRM system. So, we need this kind of system to conduct customer analysis and increase sales.

A: Buying such a system is not our objective. First we should think about what we should do and then what kind of system we need to achieve our objective.

B: OK. Our company is not communicating well with our existing customers. We should start by learning their age ranges, regional characteristics, buying intentions and so on.

Vocabulary

satisfy	existing customers
purchase frequency	unit price
CRM system	conduct customer analysis
objective	age ranges
regional characteristics	buying intentions
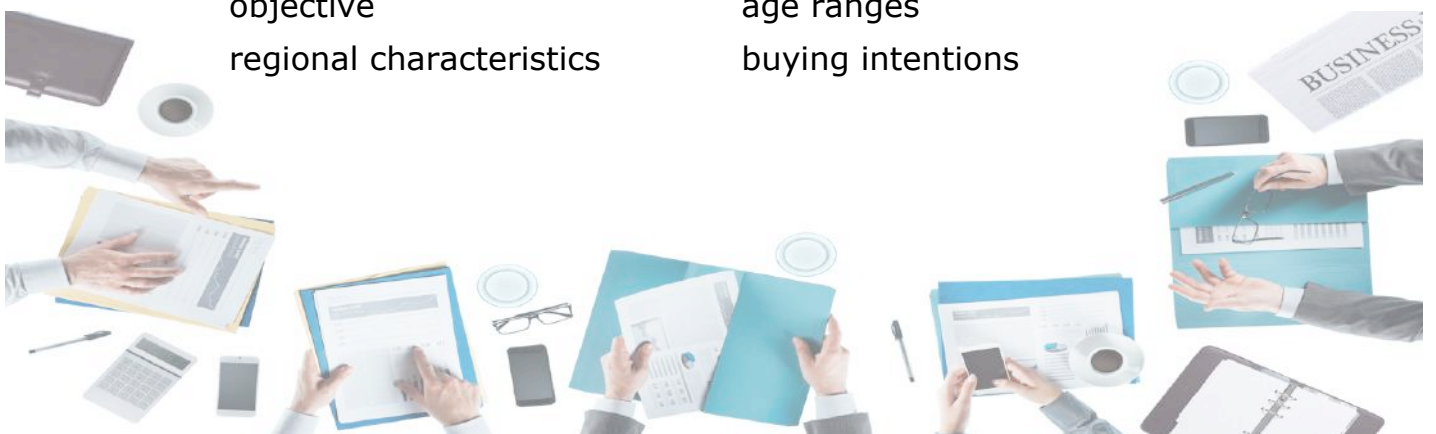
21. Meeting with shop manager
　　店長とミーティング

Script

A: We have not been able to achieve our targets these three months. What do you think is the cause?

B: It's difficult to sell products because there are no new products or GWP promotions.

A: But there are some shops that have achieved targets under the same conditions. Let's think what we should do.

B: I think we didn't try hard enough. When there were no customers, instead of just waiting, we could have gone in front of the shop to hand out leaflets, or called customers who have not come to the shop recently.

A: That's right. There is no use in just waiting. We should try to do what we can.

B: If there are incentives for the staff that work hard and produce results, I think they will work even harder.

A: I think you can achieve the annual target even from now. Then you will surely receive a bonus!

Vocabulary

GWP promotions	conditions
try hard	hand out
no use	incentives
Annual target	receive a bonus