COMPANY INTRODUCTION

KARROT COMPANY G.K.

karrot

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COMPANY INTRODUCTION

SUPPORT FOR OVERSEAS COMPANIES ENTERING THE JAPANESE MARKET

Karrot Company is a specialized consulting firm that supports companies in expanding overseas, focusing on Japan. We provide a wide range of services for foreign companies looking to enter the Japanese market, including **identifying local business partners, planning and operating POPUP STORES, establishing Japanese subsidiaries, recruitment support, press releases, online and offline marketing, influencer marketing, and opening brick-and-mortar stores.**

Karrot Company promises to be a trusted partner, growing alongside our clients based on trust and results. If you're looking to enhance your competitive edge in the Japanese market, let's unlock that potential together.

KEY MEMBERS AND PARTNERS

KEY MEMBERS

AKIRA KIMURA (GENERAL MANAGER)

MBA from Waseda University
Former International Business Div, Fast Retailing (UNIQLO)
Former Management Consultant, ims consulting group (now IQVIA)
Former Corporate Planning Office, LINE Corp (now LINE Yahoo Corporation)
Former Country Manager, Global Tax Free Japan
Former Country Manager, Photoism Japan

KYLIE (CHIEF DESIGNER)

Graduated from Art Center College of Design, USA
Former initial design team at Snap Inc. (Snapchat)

PARTNERES

MARUI GROUP

A department store brand targeting Japan's Gen-Z
Partnership for POPUP STORE operations

MODELPRESS

Japan's largest entertainment and lifestyle news media
Partnership for influencer marketing

KYUSHU SANKO LANDMARK

A real estate developer based in Kyushu area, engaged in transportation infrastructure and commercial facilities
Partnership for business development in Kyushu area

AMANATION

A modeling agency based on illustrations created by dozens of creators
Partnership in product PR, video production, and advertising production

MAJOR SERVICES : RETAIL

MAJOR SERVICES AND FEES

- POPUP STORE

Karrot Company manages POPUP STORE operations to help clients assess the potential of their services and products in the Japanese market. We oversee all aspects necessary for store operation, including location selection, negotiations with commercial facilities and owners, interior design and construction, administrative procedures with fire stations, health departments, and the police, as well as staff recruitment

Service Fee: 15-20% of the total cost

- CASHLESS Payment Processing

When an overseas company without a local subsidiary in Japan operates a POPUP STORE or a limited-time online store, it may face difficulties recognizing non-cash sales. In Japan, cashless payments using QR codes and transportation cards have rapidly increased, making it essential to address this trend. Karrot Company partners with major Japanese payment processors to provide a system that can recognize non-cash sales

Service Fee: 7% of total sales
(including payment processing fees)

- Permanent Store Development

When clients prepare for a permanent store in Japan, Karrot Company provides services at the same level as those for POPUP STORES. In addition, we offer comprehensive support, including the establishment of logistics supply chains (arranging warehouses and transport trucks)

Service Fee: 15-20% of the total cost
(excluding real estate-related expenses)

MAJOR SERVICES : SALES AND MARKETING

MAJOR SERVICES AND FEES

- B2B Sales Support

In Japan, B2B sales are heavily focused on building face-to-face relationships, and new companies are often met with caution. Karrot Company leverages its extensive network of decision-makers across various industries to help clients quickly introduce their services to major Japanese companies.

Service Fee: 10-15% of the resulting sales

- Exhibition Support

Exhibitions are one of the most efficient ways to introduce new services and products to the Japanese market. Karrot Company supports clients' successful participation at major Japanese exhibitions, including at TOKYO BIGSIGHT and MAKUHARI MESSE, managing all processes such as exhibition operation, booth design, and on-site support

Service Fee: 15-20% of the total cost

- Press Release

Mass media marketing through newspapers and magazines is essential to convey a client's products and services to their target audience in Japan. Karrot Company writes articles that emphasize the appeal of the client's brand and effectively delivers the message through various media in Japan.

Service Fee: 50,000 yen per article (approximately 3,000 characters)

- Social Network Marketing

For marketing aimed at younger generations like Gen Z, SNS platforms such as X (Twitter), TikTok, and Instagram are more effective than traditional media like TV and newspapers. Karrot Company collaborates with SNS experts and influencers to successfully promote the client's brand in the Japanese market.

Service Fee:

Content creation and analysis

(2 posts per week, 700,000 yen/month, 1-year contract)

Influencer posts

(price determined by follower count, minimum 5,000 yen per post)

MAJOR SERVICES : OTHERS

MAJOR SERVICES AND FEES

- Real Estate Operation/Management

We provide operation and management services for real estate in Japan owned by overseas individuals or corporate investors.

Service Fee: 15% of the operating income
(5% management fee, 10% operation fee)

- Influencer/Model Casting

We cast influencers and models for internal corporate events, video promotions, and external events for our clients.

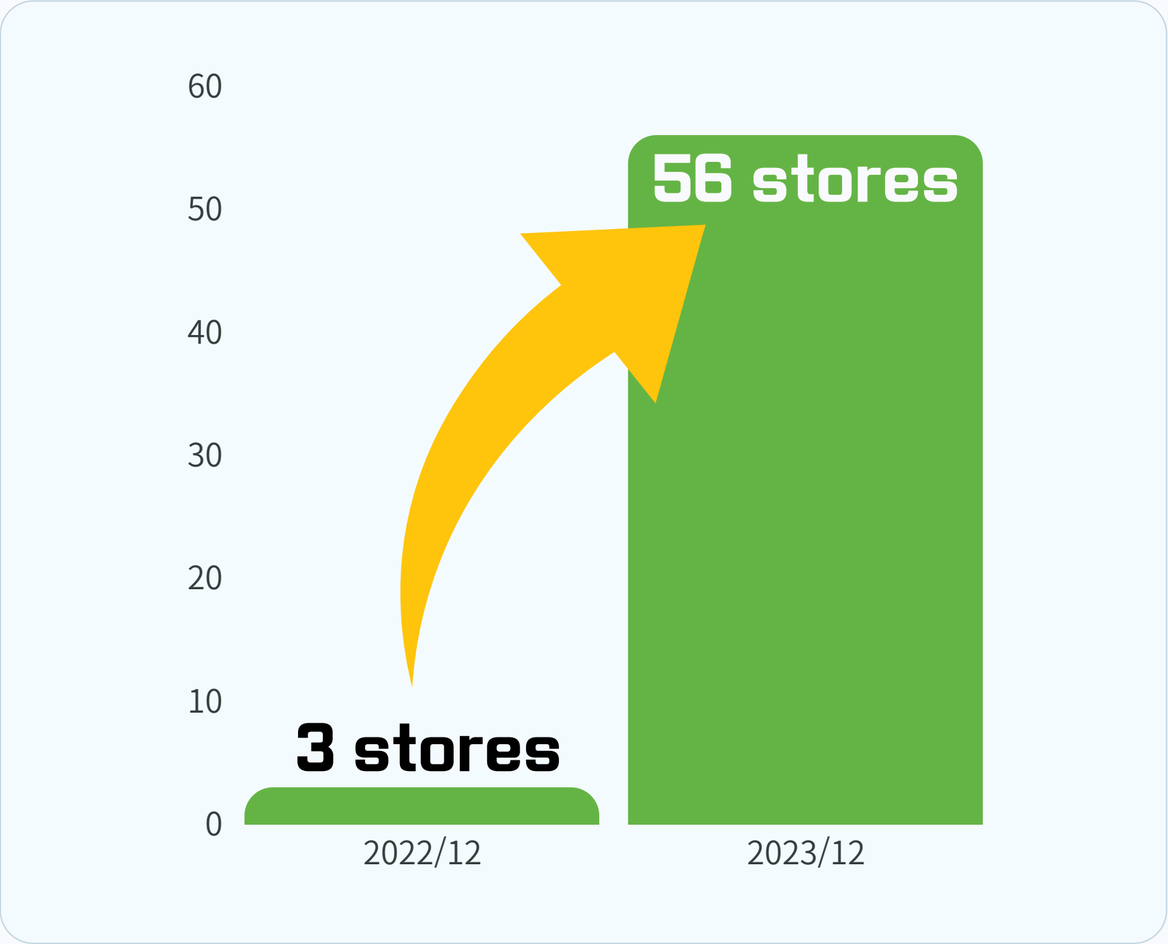
Service Fee:
General models and event staff:
Price varies based on popularity,
starting from 30,000 yen/day
Influencers:
Price based on follower count, minimum 5,000 yen/hour

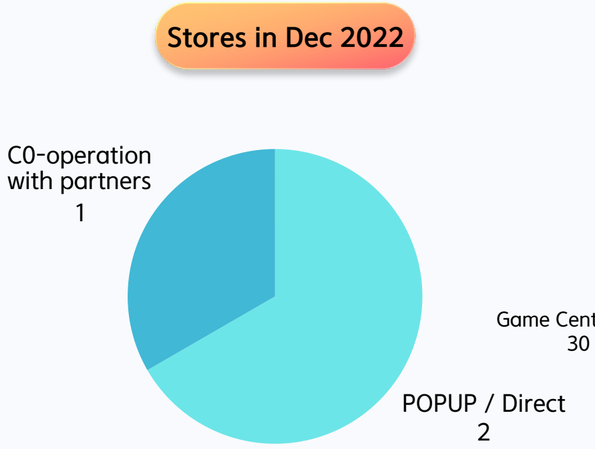
Casting History List: https://bit.ly/karrotinfluencer

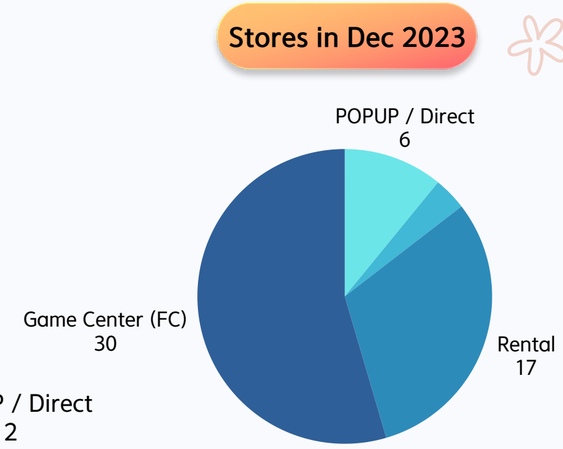
SUCCESS STORY

karrot x photoism

PHOTOISM`S EXPANSION INTO JAPAN: STORE EXPANSION CASE







01 August 2022
Karrot and Photoism agree to proceed with the Japan expansion project

02 September 2022
Operations in Japan begin with the SHIBUYA MODI POPUP STORE

03 November 2022
PHOTOISM JAPAN K.K., a local Japanese subsidiary, is established

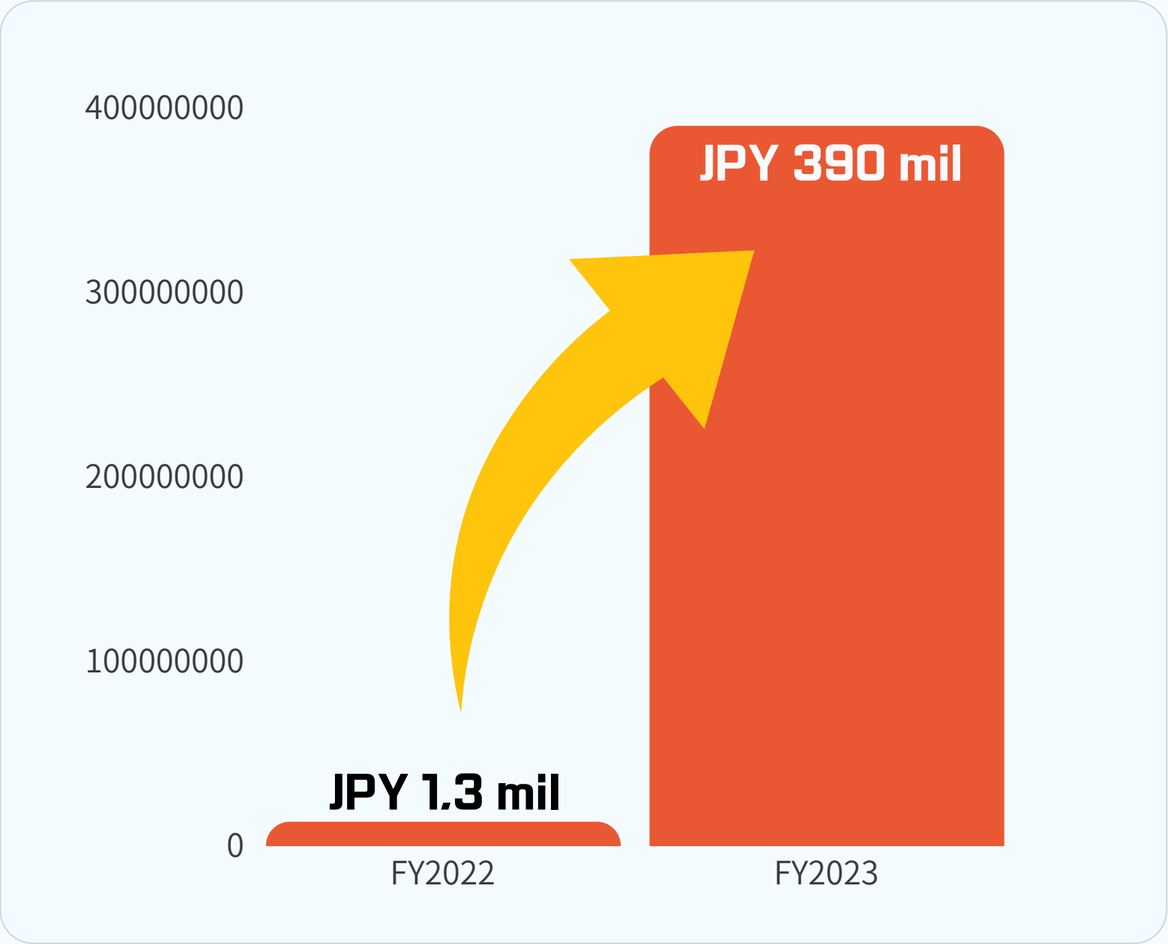
04 By the end of December 2022 : A total of 3 stores in Japan are operational (excluding pop-ups lasting less than a week)

05 By the end of December 2023: A total of 56 stores in Japan are operational (excluding pop-ups lasting less than a week)

SUCCESS STORY

karrot x photoism

PHOTOISM`S EXPANSION INTO JAPAN: SALES GROWTH



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PHOTOISM JAPAN, a local Japanese subsidiary, is established

04 FY2022 Annual Sales (Nov~Dec 2022)
Approximately 13 million yen from 3 stores in Japan (for 2 months)

05 FY2023 Annual Sales
Approximately 390 million yen from 56 stores in Japan

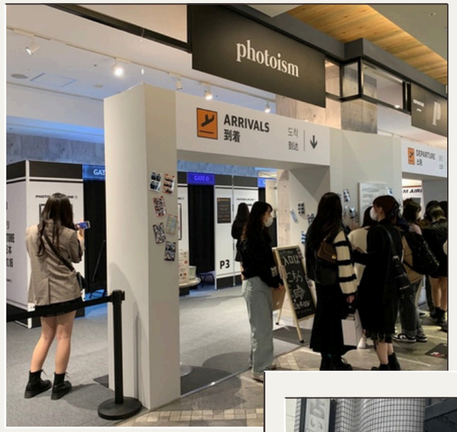
Key Points for Sales Growth

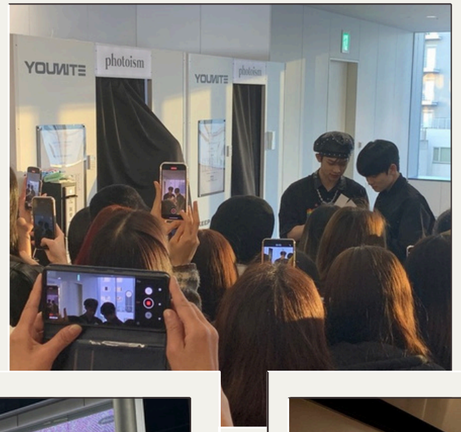
- Active Investment from Photoism HQ: Initial investment amounting to approximately 400 million yen during the first year (No additional investment required from 2024 onward after achieving BEP)
- Acquisition of Major Projects through Excellent Sales Partners: Securing large-scale deals using a top-down approach through direct communication with the management of Japan's top 3 game centers, bypassing operational staff.

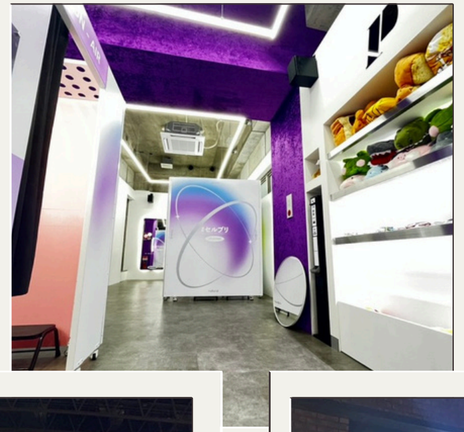
SUCCESS STORY

karrot x photoism

PHOTOISM`S EXPANSION INTO JAPAN: PHOTOS OF STORE AND EVENT OPENINGS







CONTACT INFORMATION

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