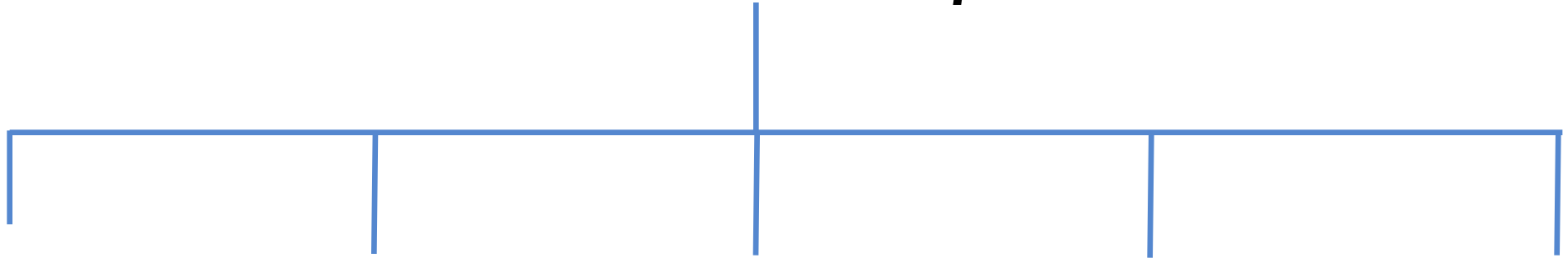


How an Online Business Can Create Growth for a Company's Offline Business

Aki Takahashi

My Company: Sanwa Group and Its Subsidiaries

Sanwa Group



Musashisakai and Sakaide Driving Schools



Nursery



Education for Sales drivers



O to O Business



Sanwa's Growth Dilemma

- The online marketplace of goods and services in an area that Sanwa cannot ignore. This is our dilemma.

Targeting Women to Increase Sales Among All Customers

Through targeting female customers, Sanwa discovered:

- Women in households often decide what to spend money on regarding family budgets.
- People are often more likely to enter a store or use services that are advertised to attract women because they will see it as more inviting and less threatening than a store that is geared exclusively toward men, teenagers, etc.

This made me want to research how online products and services marketed toward women can impact offline products and services at a company in the United States.

BRILLIANT HOPE, Inc.

- O2O Business

Identifies customers online through emails and internet advertising, and then uses a variety of tools and approaches to entice customers to leave the online space and engage with products and services offline.

- Brilliant Hope, Inc. has started the company Learn Play Bloom.

Our Challenge at BRILLIANT HOPE, Inc.

- Learn Play Bloom's mission is to empower women to increase their self-esteem through developing their own "side hustles."
- Women will first engage with the site through social media accounts, blog posts, and browsing/purchasing products and services that have been created by women who have passed through our coaching and/or matching services and have already developed their own side hustle.
 - La Toute Crème
 - Freedomlicious Podcast Production
 - Curiosity and Co Graphic Design and Marketing

Brilliant Hope, Inc: Learn Play Bloom

Learn Play Bloom's Services

1. Products/Services made by past clients
2. Matching Services: "Dai Jo Bu"
 - Driving school that matches women who has driving experiences to a woman who needs a drivers license.
3. Empowerment and Self-Esteem In-person Coaching Services, for women by women
 - English, Japanese, Spanish, French, and Mandarin

Data Collection and Conclusions

- We will collect data through Learn Play Bloom purchase records and client surveys to see how online sales impact offline service purchases.
- Analyze data to see how similar products/services can be applied to Sanwa Group to increase their offline sales growth.

Q&A

Aki Takahashi