

★ HAPPY GOLDAY ★

~Golden silk will save poor Cambodian and Japanese babies~

2715: Yokohama Municipal Minami high school
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■ Motivation

~What makes us interested in this project~

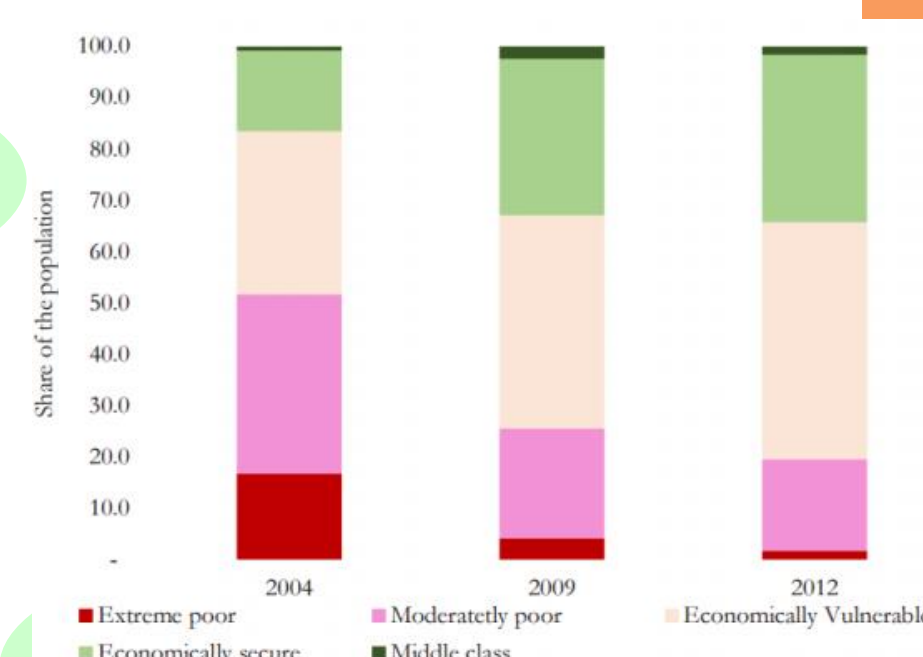
- ✓ A video that made us realize the poverty of Cambodia
↓
- ✓ Finding "Golden silk" through research in Cambodia
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- ✓ Advantages of "Golden silk"
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- ✓ Matching the "Golden Silk" and Japanese Babies



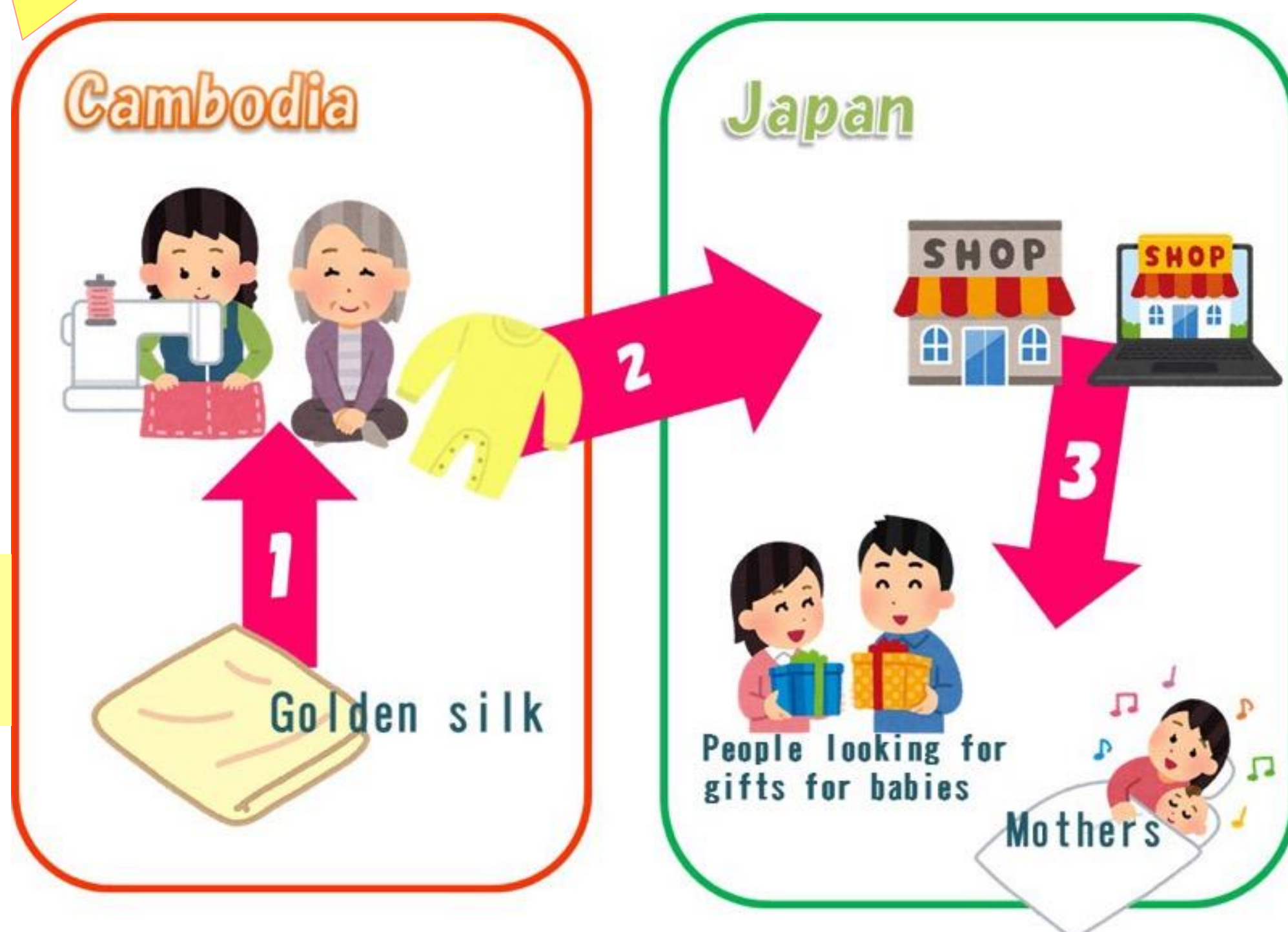
■ Background

~The reality appeared from motivation~

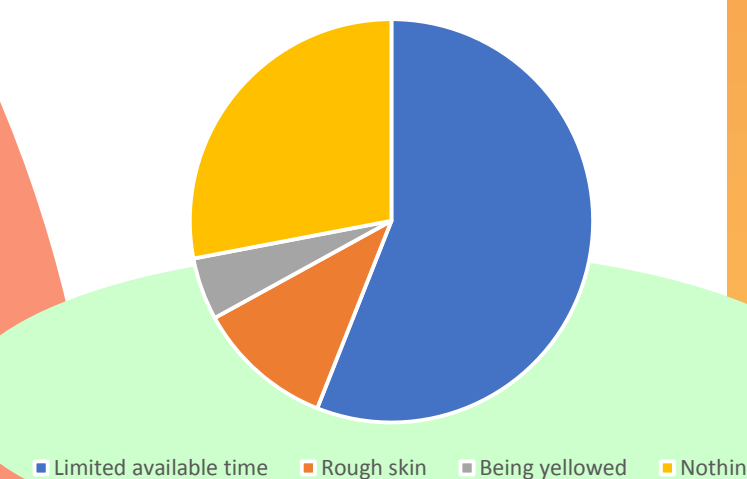
- ✓ More than 50% of Cambodian are poor
- ✓ We distributed questionnaires to parents in a nursery.



Process of our business plan



Problems of child underwear



■ Project Outline

~What our product is like~

Material

"Golden Silk", the specialties of Cambodia

Design

Loose fitting to meet the needs of all babies.
It will be worn for a long time with included pants

About "Golden Silk"

A silkworm called kanbouju makes yellow silk naturally. It is produced only in particular area, so it is valuable.

Characteristic

- ✓ Can be washed easily
- ✓ Hygroscopic • Moisture-retaining • Breathable cloth = skin-friendly
- ✓ It contains a lot of Sericin, so it's not necessary to worry about to be yellowed



<The Trial Product>

■ Research



- ✓ Set a trial product and questionnaire at a nursery school
→ many people think the child underwear that is gentle to the skin is the most important
→ maximum price is 5000 yen
→ "children don't need to use silk products"
- ✓ Interview at Takashimaya
→ strict standards to sell baby clothes
- ✓ Visit to Akachan Honpo
→ 5000~10000 yen are spent for a celebration of birth

Improvements

- ✓ Change target market to wealthy class
- ✓ Suggest lower price
- ✓ Make underwear for the elderly