

The NANBUTEKKI from Japan to the world with Business!

~Aiming to revitalize the tourism industry of Iwate~

Introduction

> Japan is focusing on the tourism

Industry.

> Iwate's tourism revenue is pretty low.

> There are several reasons for this problem.

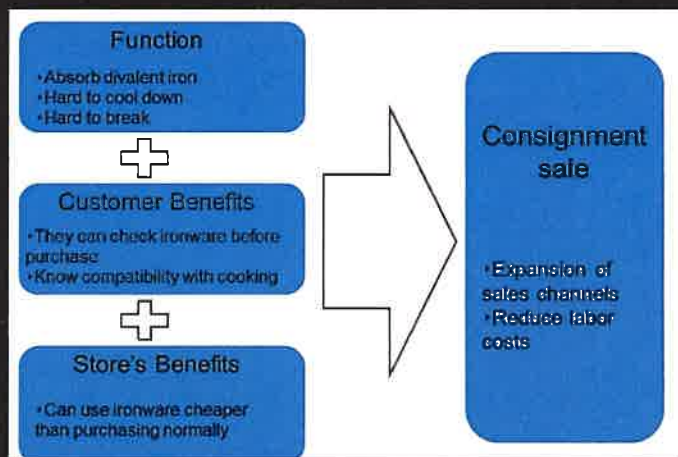
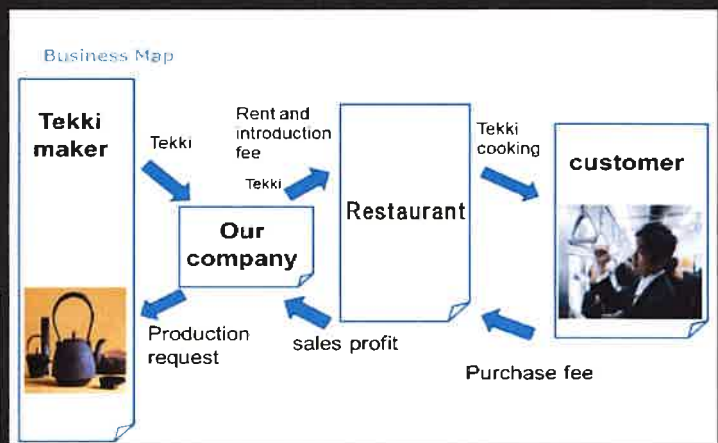
> To improve this situation, we use business plan.

Prefectures	Tourism consumption (\$10,000)		
	Outside the prefectures		
	Lodging	A day trip	Sum
Hokkaido	295,981	4,175	300,156
Aomori Prefecture	39,454	29,614	69,068
Iwate Prefecture	47,826	13,330	61,156
Miyagi Prefecture	68,598	28,064	96,662
Akita Prefecture	22,043	17,924	39,967
Yamagata Prefecture	52,978	55,247	108,225

Plan

> This is our business map.

> This makes us easy to see the flow of things and money.



> Our business plan has three strengths.

> As a result of adding them, we thought out a consignment business.

> Our business scale

> There's a correlation between health consciousness and annual income.

> We targeted three groups; the elderly, the wealthy who fall the income bracket 8 millions yen over and those who don't work out regularly.

Health concern (degree) × annual income	Average of money that can be additionally paid in one month for health care
(H) × annual income more than \$80,000	+\$30.13
(H) × annual income \$40,000 ~\$80,000	+\$9.05
(H) × annual income less than \$40,000	-\$8.04
(M) × annual income more than \$80,000	+\$41.32
(M) × annual income \$40,000~\$80,000	+\$7.38
(M) × annual income less than \$40,000	+\$4.14

Future image

> A person who bought an NANBU TEKKI by using our business visit Iwate.

> Iwate will be vibrant.

Reference

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<https://www.jata-net.or.jp/membership/info-japan/research/03html> 厚生労働省白書 産業活動分析 1124 年回顧