

# Yakult

Shinji Matsuoka (project leader)

Chikako Bannai (project subleader)

# Contents

- 1.Objective
- 2.Organization of Yakult
- 3.A Present State
- 4.Proposal 1
- 5.Proposal 2
- 6.Proposal 3



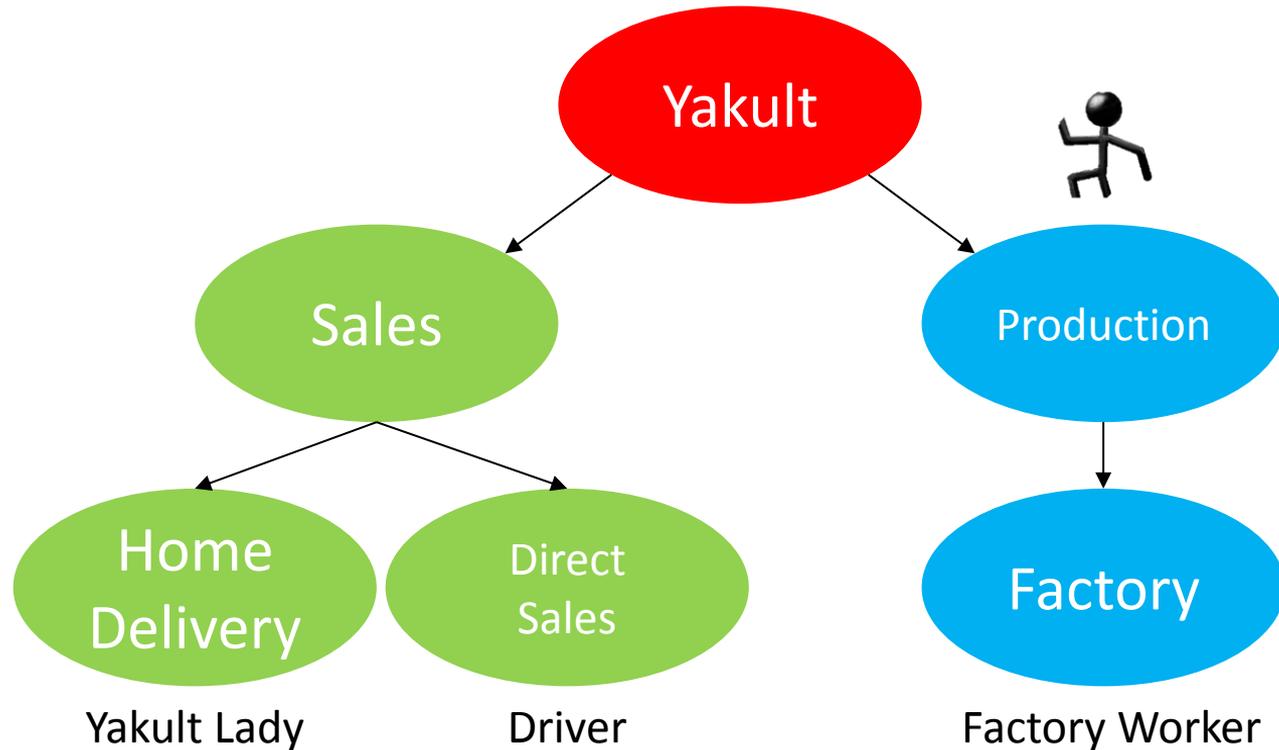
# Objective

Consider Yakult  
from a different  
angle



Propose some plans  
to make Yakult a  
better

# Organization of Yakult



# A Present State

- Images of Yakult  
...for children
- Skill of Yakult Lady  
...there is room for improve
- Sales Method  
...find a new market



# Proposal 1

- Images of Yakult

Make **Yakult Box** in Company!

→ To drink by adult

**Yakult butter**

→ To eat everyday

Yakult which contains **vitamin, collagen, iron**

→ To drink by women



# Comparing with other company products

- Vitagen

products

Elderflower

Rose

Original



# Proposal 2

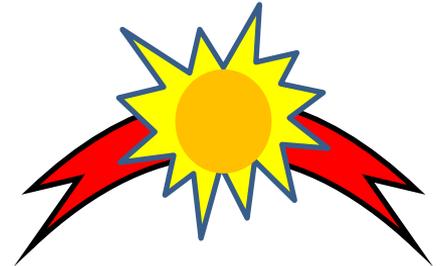
- Skill of Yakult Lady

Recruit new Yakult Lady who is not Chinese

→ To drink by many people

Adaption of a system which differentiate the skill of sales

→ To improve the skill of sales



# Proposal 3

- Sales Method

Adapt Mobile Selling Vehicle

→ To make more chances to buy

Sell a new design Yakult

→ To attract consumers' interest





# Thank you for taking care of us

- Mr. Nakato
- Mr. Ueda
- Mr. Ohashi
- Mr. Mochiduki
- Mr. Kondo