

你今日飲咗未？

益力多 -Yakult-



Promotion of sales

Outline

1. Summary of Yakult company
2. About internship
3. Our research about Yakult
4. Result
5. Idea

Hong Kong Yakult

Office	Factory
Since 1969	Since 1994
Kwun Tong ▪ Sha Tin	Tai Po Market
3 rd overseas office	900thousand/ day



Differences from Japan

- No Yakult Lady
- Size

JP 65ml < HK 100ml

- Display by company staff
- Variety of products

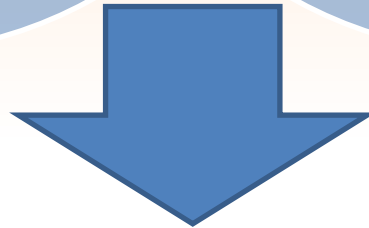
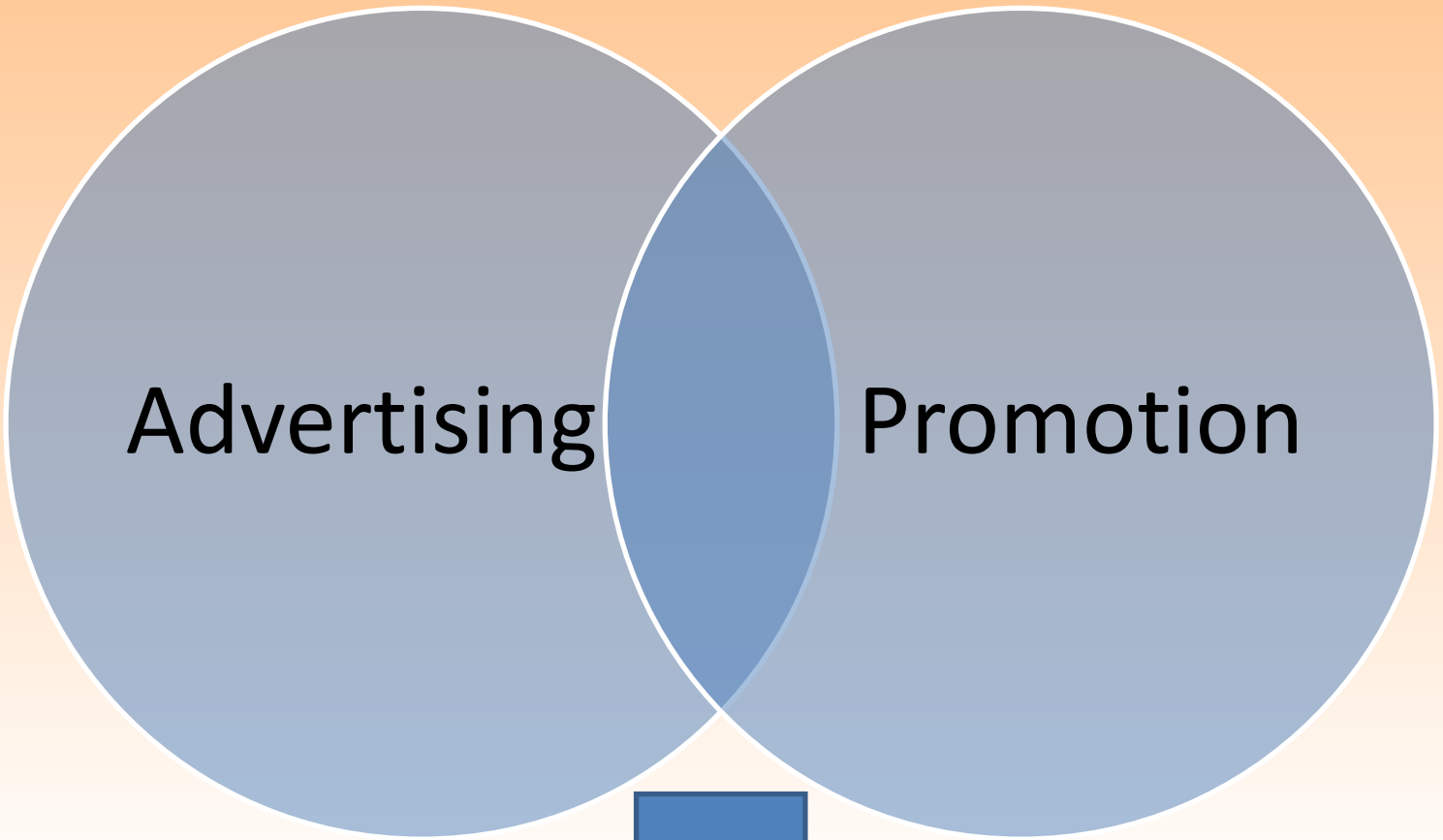


Purpose of this Internship

Supply chain







More sales

Our Research

How about Yakult in HK?

Research

Result

Proportion

Our Research

☆Cause

- Popular?
- Similar products?



**We wanted to know
Yakult in Hong Kong**

Our Research

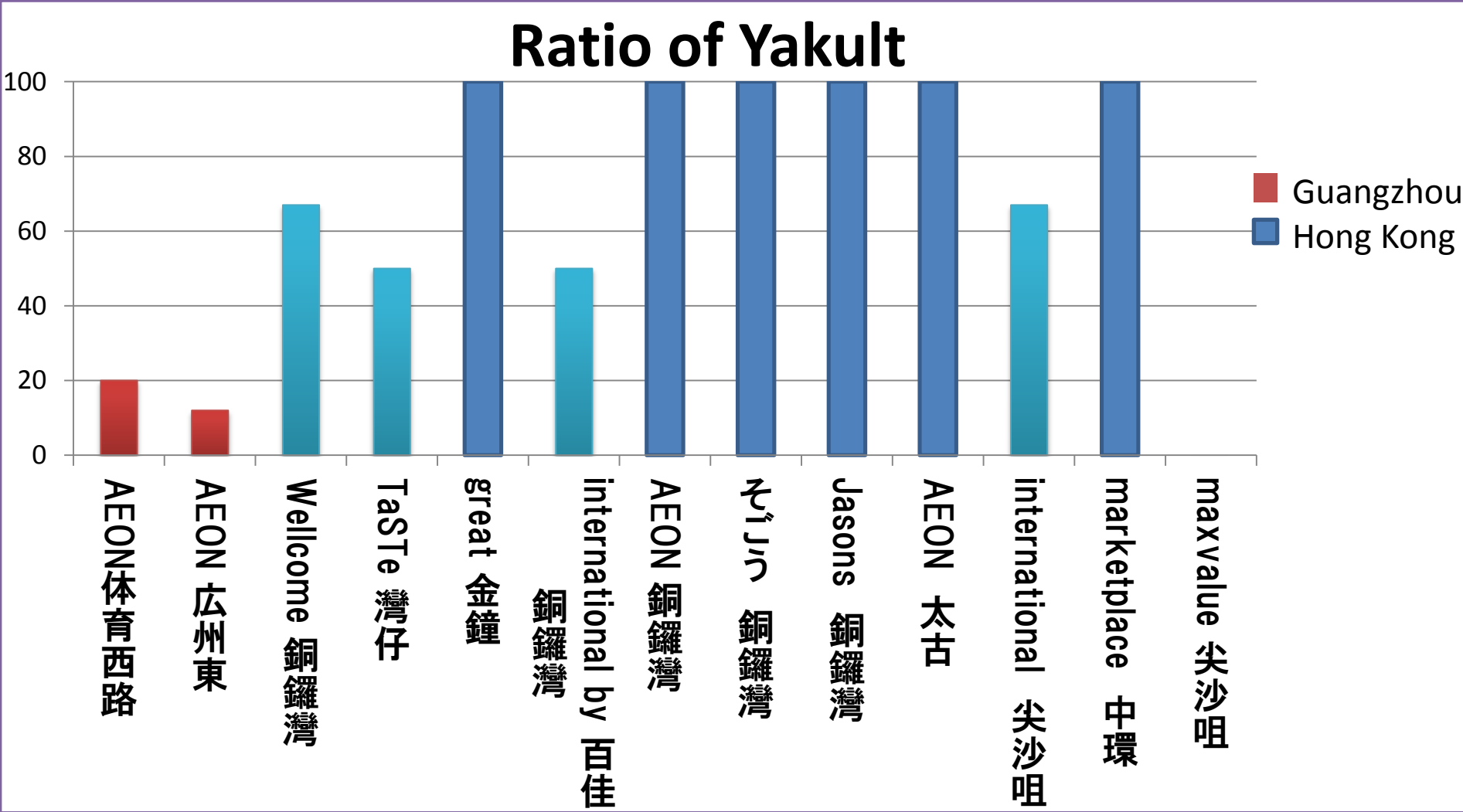
★ Method: Checkpoint in supermarket

✓ Proportion

✓ Competing company

Our Research

☆Result



Our Research

★ Result

Number of competing company

Guangzhou: various companies

Hong Kong: The ratio of Yakult is high

Marketable in Hong Kong!

■ Guangzhou
■ Hong Kong

州東

銅鑼灣

仔

灣

by 百佳

灣

灣

灣

古

尖沙咀

中環

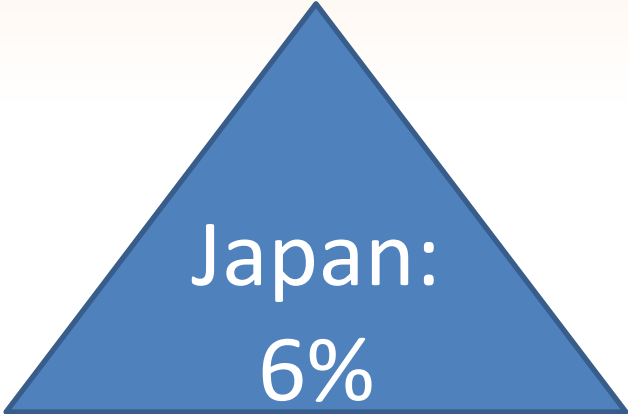
尖沙咀

Result



1st in the
world!

- One of the most popular companies
- Population Ratio : 8%



Japan:
6%

Our Research

We asked some students ...

That is small for me

We thought...

They like sweet taste

Having nature (against as Japanese)

Result

- Why such a small size ?

Drink it at a time
Everyday

Goal

- population ratio ↗



- recognition of Yakult LT ↗



1. Continue the exploitation



2. Competition or Campaign



カンタン 美味しい 新発見!!

相性バツグンのまるやかレシピ!
“黒酢のヤクルト割り”
(黒酢ドリンク 約1/2本(65ml)と
New ヤクルト 1本(65ml)を
氷と一緒にグラスに入れて混ぜるだけ!)



おすすめですよ!!
朝の目覚めの一杯に!
夜のすこやかサポートに!



おいしい♡

Yakult



3. Support children's research



カルピス
自由研究テーマ & カンタンレシピ
カルピス
夏のわくわく大作戦
みんなが大好きな「カルピス」/子ども「カルピス」を愛って、いろいろな
実験をしわたり調べていくことで新しい発見! (まこの夏にしてみよう!)

Project for children :

- Learning about lactobacillus
- Help their craft art

4. Put recipe Cooking demonstration



Consideration

**Desire to be healthy by drinking
everyday, they keep on appeal
to customer by various ways**