



益力多

Dominic Ho

Eva Cheung

Natsumi Handa

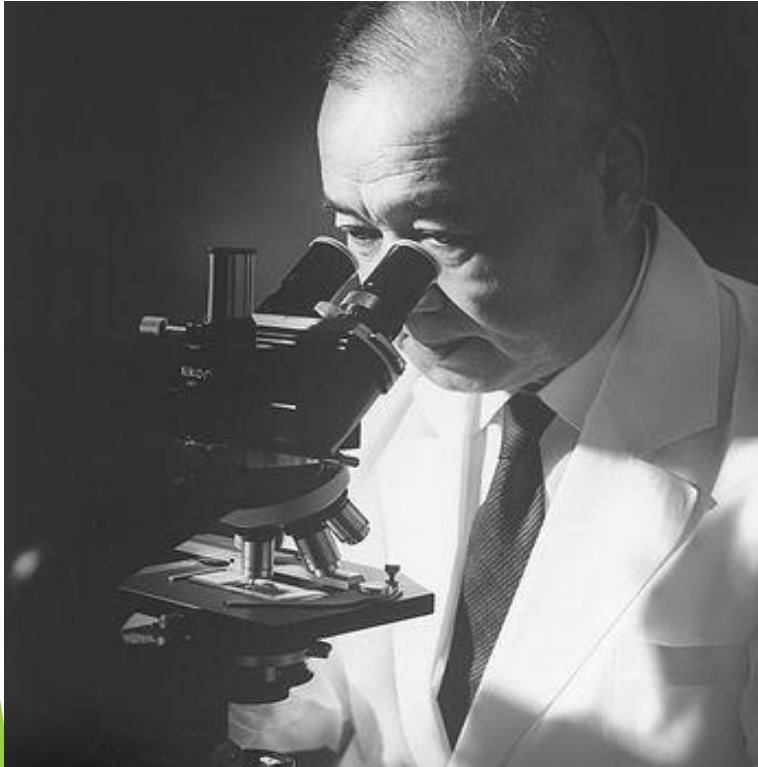
Tomohiro Ozeki

Outline

1. About Yakult
2. About our internship in Yakult
3. Our suggestion

ABOUT YAKULT

1. About Yakult



**Founder of Yakult
Dr.Minoru Shirota**



L.casei strain Shirota



Preventive
medicine

**Shirota-
ism**

A healthy
intestinal
tract leads to
a long life

A price
anyone can
afford



Healthy and happiness of
the people around the world

Differences from Japanese market

- ▶ Combination with Yakult
→ Special drink,
Yakult cake in HK
- ▶ Distribution
→ Yakult Lady system in JP
- ▶ Ingredients
Probiotic: 200 億(JP) > 100 億(HK)



ABOUT OUR INTERNSHIP IN YAKULT

2. About our internship in Yakult

Our schedule

Day1

Delivery

Day2

Marketing

Day3

Production

Day1...Delivery

惠康 *wellcome*

Sharetea




Yamazaki
Boulangerie Chaude

AEON

TASTE
MORE THAN FOOD



Day1...Delivery

Relationship with clients

Friendly,
Polite

know what their clients
need

Method

Restock
shelves

Produce
No waste

“exchange”
products
between shops



Day2...Marketing

Search for new sales opportunity

Local stores




Restaurants

Method of sales

Profit guaranteed for the clients

Yakult
香港益力多乳品有限公司
Hong Kong Yakult Co., Ltd.
九龍官塘中心 95 號 15 樓 A,B,C 座
Unit A,B&C, 15/F, World Tech Centre, 95 How Ming Street, Kwun Tong, Kowloon

致貴 客戶
本公司誠意提供以下報價。(有效日期 1-3-2017 ~ 28-2-2018)

產品	Yakult 益力多	Yakult LT 益力多 LT	Guava Tea 蕃果釀茶
原產地	香港	香港	日本
容量	每支 100 毫升	每支 100 毫升	每罐 190 毫升
包裝	1 包 10 排 x 5 支	1 包 10 排 x 3 支	1 箱 30 罐
批發價	1 包 \$98.00 1 排 \$9.80 1 支 \$1.96	1 包 \$81.00 1 排 \$8.10 1 支 \$2.70	1 箱 \$225.00 1 罐 \$7.50
最佳食用期	30 日	30 日	1 年
最少落貨量	25 支	15 支	30 罐
產品圖樣			

品質保證 : 破損及接近飲用期限之前, 以相同產品一併
送貨安排 : 逢星期一至六(星期日、勞工或本公司特定
價格調整 : 價格如有更改, 將以一個月內另函通知。
如有任何疑問或需要, 煩請與我們聯絡。
聯絡人 Mr. Benson Tin 手提: 6410 5541 或 熱線電話: 234
商祺
此致

除凍檸多, 還有.....

- 芒果乳酸, 百香果乳酸, 荔枝乳
酸, 柚子乳酸.....
- 青蘋果益力多梳打, 檸檬益力多
梳打, 百香果益力多梳打, 巨峰
益力多梳打, 青檸益力多梳打.....
- 芒果益力多沙冰, 士多啤利益力
多沙冰, 菠蘿益力多沙冰.....



益力多兒童套餐

- ※ 極受家長及小朋友歡迎。
- ※ 減少製作時間。
- ※ 兒童餐份量適宜, 成本低。
- ※ 套餐賣點吸引, 健康、營養豐富。
- ※ 增加兒童餐賣賣數量。



益力多老少皆宜, 活性乳酸菌對腸狀健康非常重要!



你今日飲咗未?

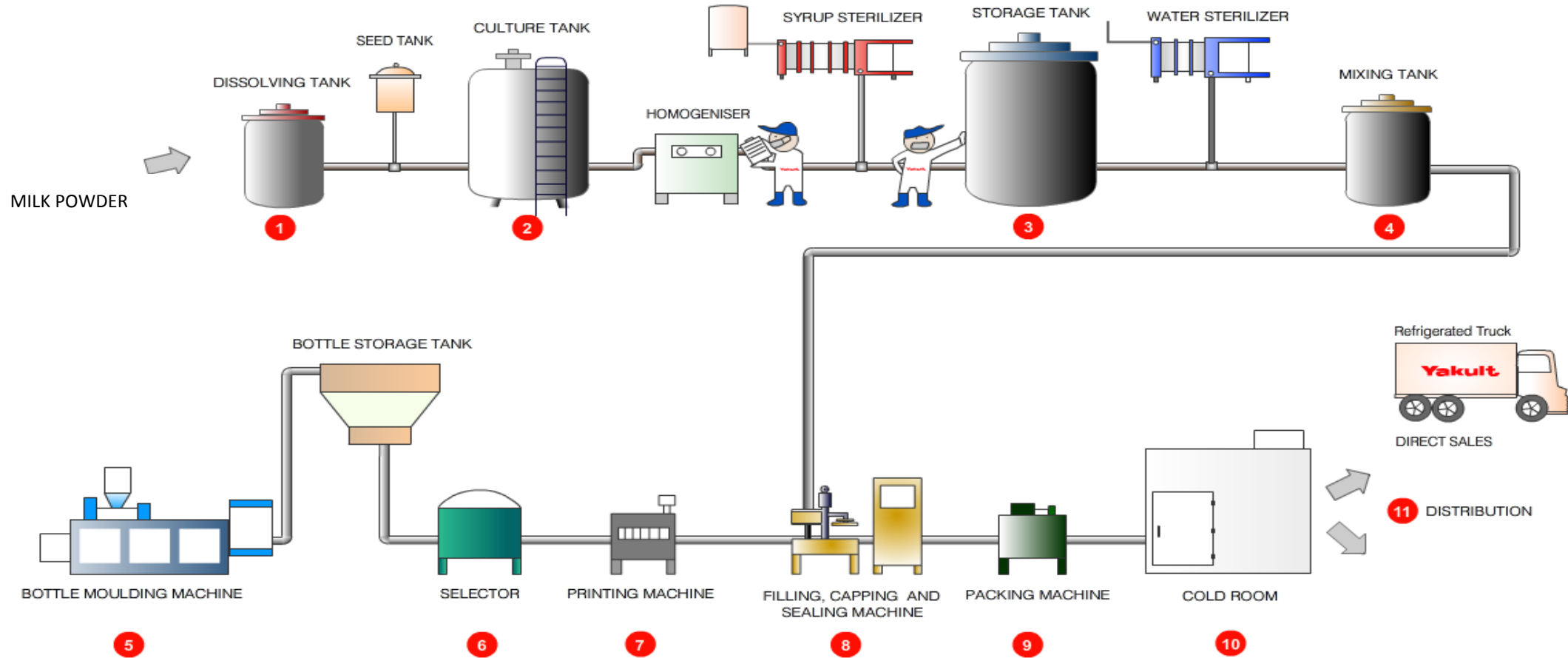
Day2...Marketing

What we saw in the booklet....



Day3...Production

MANUFACTURING PROCESS OF YAKULT



Day3...Production

Hygiene

5S

整理(Seiri)
整頓(Seiton)
清掃(Seisou)
清潔(Seiketsu)
躰(Shitsuke)

Efficiency

5S Management

- Commonly adopted by Japanese Enterprise

整理

Seiri

Sort

整頓

Seiton

Set

清掃

Seiso

Cleaning

清潔

Seiketsu

Good
Hygiene

躰

Shitsuke

Sustained
Discipline

OUR SUGGESTIONS

1. Add the EDIBLE straw in Yakult

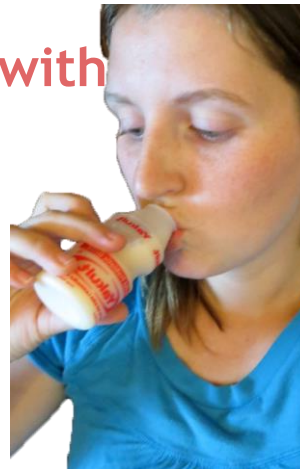
Reasons for this DESIGN

1 A little bit difficult to open for children



2 Inconvenient to drink

Especially Female with makeup

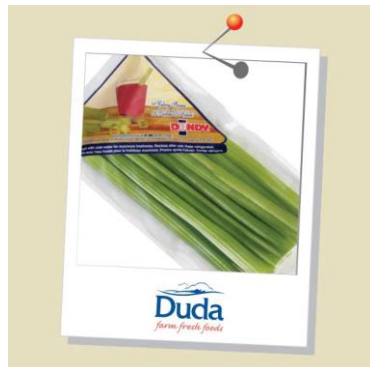


3 Not Environmentally Friendly to Use Plastic Straw



1. Add the edible straw in Yakult

Candy Straw?



Celery Straw?



What Material Should
be Used for Edible
Straw?



Cereal Straw?



Cookies Straw?

1. Add the edible straw in Yakult



Biscuit Straw



Hard, less fragile



Will not affect the taste too much



Less sugar



Eatable



Fragile point

Dotted line cutting

Modified Cap



Biodegradable plastic package for edible straw

1. Add the edible straw in Yakult

Expected Outcomes

1

Increase Sales
Volume

- Gimmick

2

Create Positive
Image

- Environmentally friendly
- Pioneer of using eatable straw in Hong Kong

More options in tastes



Grape

Green Apple

Orange



▸ 2. High-concentrated Yakult



High-concentrated
Beverage

Water

Benefit of high-concentrated Beverage①



5 members



High-concentrated
Beverage

Benefit of high-concentrated beverage②

Control **Con**

You can make special Yakult
at **YOUR HOME!!**



water

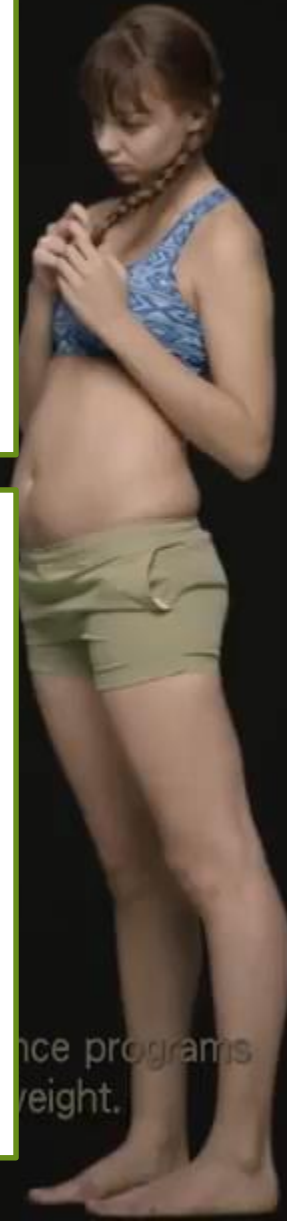
Fruit Juice



ENGLISH



GOLF



nce programs
weight.

Why?



COMPLEX



Focus on this COMPLEX

How about Hong Kong?



Oily



Constipation, Diarrhea



- 改善腸內環境
- 增加益菌
- 減少害菌

Yakult can save you from
Constipation and Diarrhea

3. New version of the Yakult Package

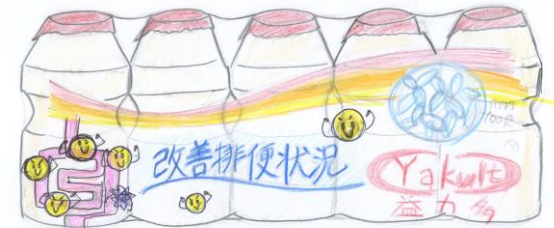


High-concentrated
Beverage



Edible straw

Change
the package





T 新包裝上市
Yakult
高糖・高糖

Yakult

HONG KONG YAKULT CO.,LTD.

Worldwide Yakult

Thank you