

Create a beautiful society with smoked

~a corporate plan centered on smoked “Rauchern”~

2022. 14th November

Business Objectives
(vision of the future)

Not letting the environment die due to lack of knowledge.

81%

▪ Spread knowledge about the SDGs



13 society with low carbon dioxide emissions

14 Society rich in fishery resources

15 Society in which forests circulate

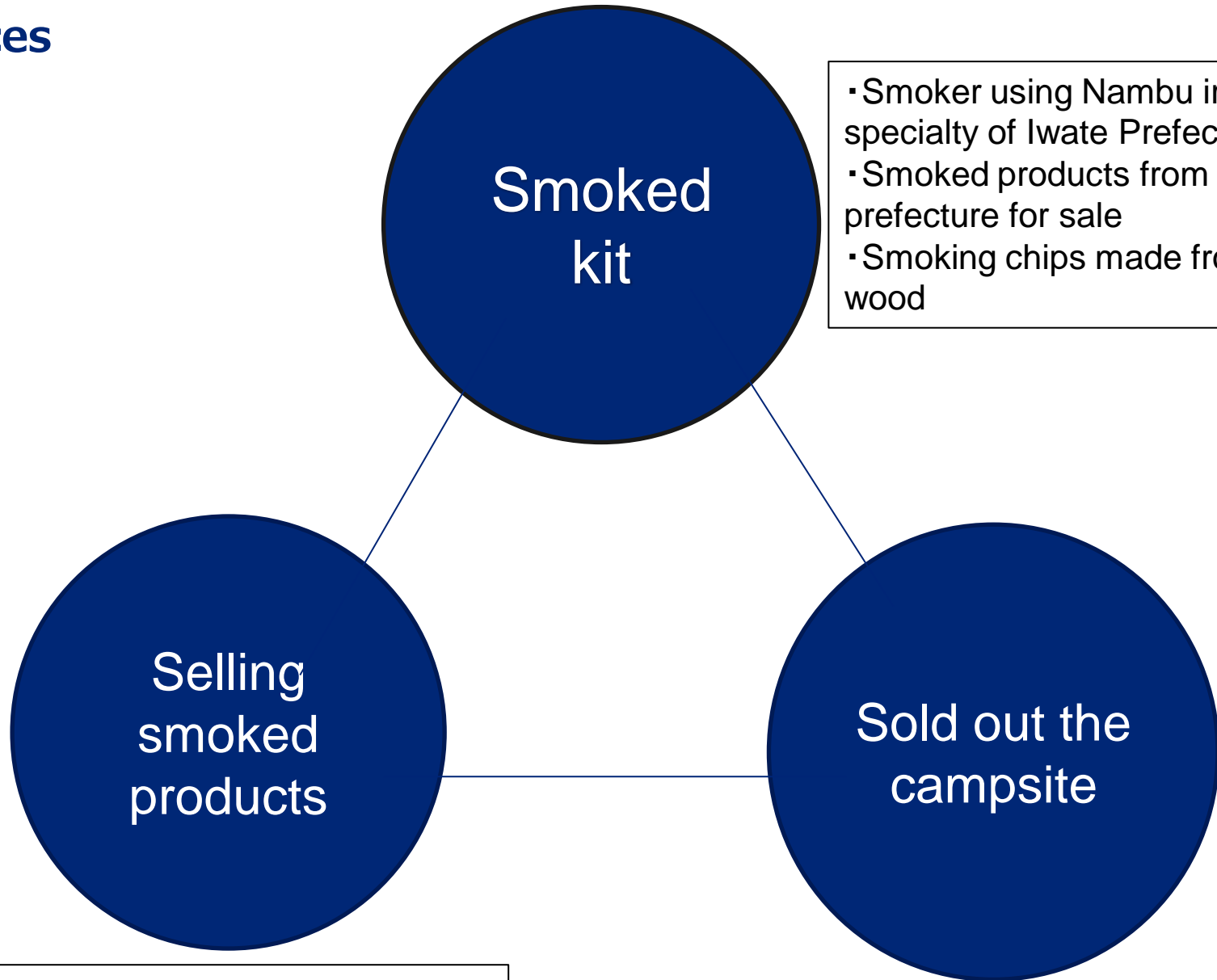
- Number of people who have heard of SDGs
= 52% in Japan
 - Low recycling rate of unwanted wood
- We think they have a low Awareness of environment issues.

Client



- People in their 20s ~ 30s
- Prime of life
- unmarried man

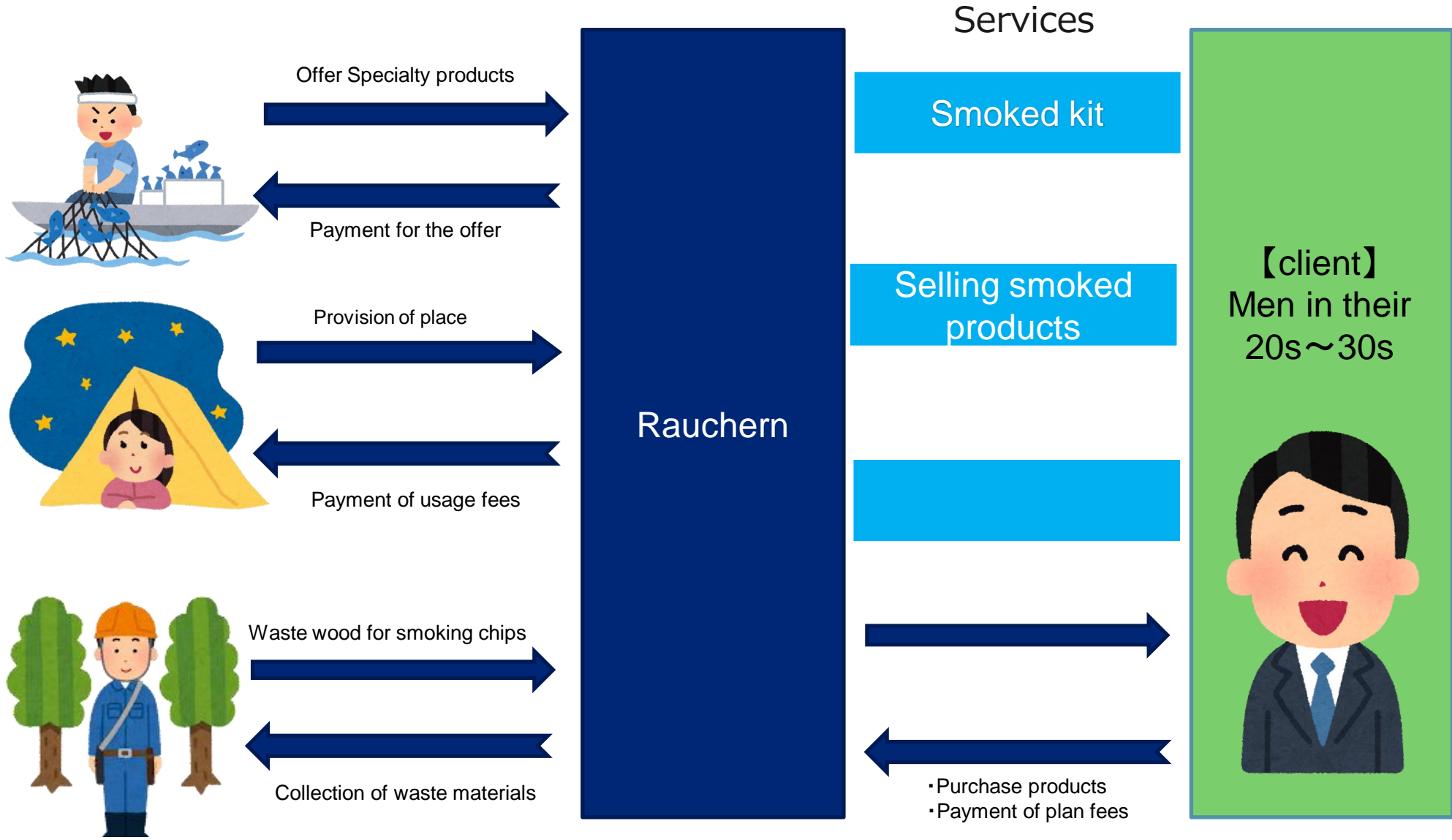
Services



- Smoker using Nambu ironware, a specialty of Iwate Prefecture
- Smoked products from each prefecture for sale
- Smoking chips made from discarded wood

Smoke and sell specialties from each prefecture

Bird's eye view of business



Business Strengths



① trendiness of Solo camp

② Project that fall under more than one of the SDGs targets

③ Project of local production for local consumption

④ Promotion of local traditional crafts

Profit plan

		1年目	2年目	3年目	4年目	5年目
I . Sales						
	Smokingmachine	0.5billion	1.5billion	1.5billion	1.5billion	1.5billion
	Smoking	2billion	3billion	4billion	2billion	6billion
	Smoking experience	0.5billion	1.5billion	2billion	5billion	3billion
Total sales		3billion	6billion	7.5billion	9billion	10.5billion
II . Cost						
1	Cost of materials	2billion	3billion	4billion	4billion	4billion
2	Labor cost	1.2billion	2.4billion	3.6billion	4.8billion	4.8billion
3	Cost	1billion	2billion	2billion	2billion	2billion
Cost total		4.2billion	7.4billion	9.2billion	10.2billion	10.8billion
III . Profit		-1.2billion	-1.4billion	-2.1billion	-1.2billion	-0.3billion

Summarize

Why don't you create

a beautiful society

with smoked ?
