



Let's attract young people  
to Kengun Shopping Street!

Kumamoto Prefectural  
Kumamoto High School

# 1. Motive



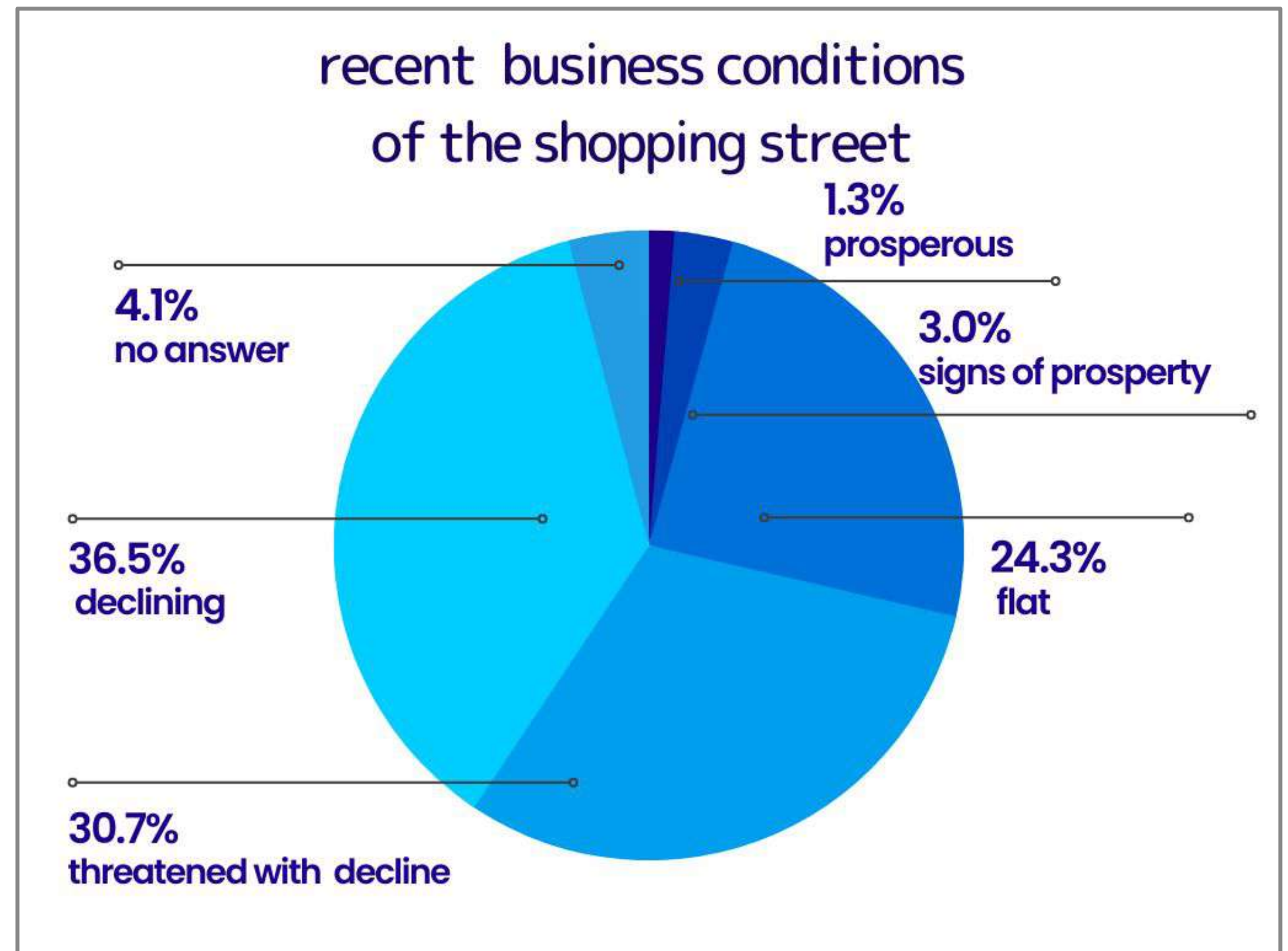
**Today's social problems?**



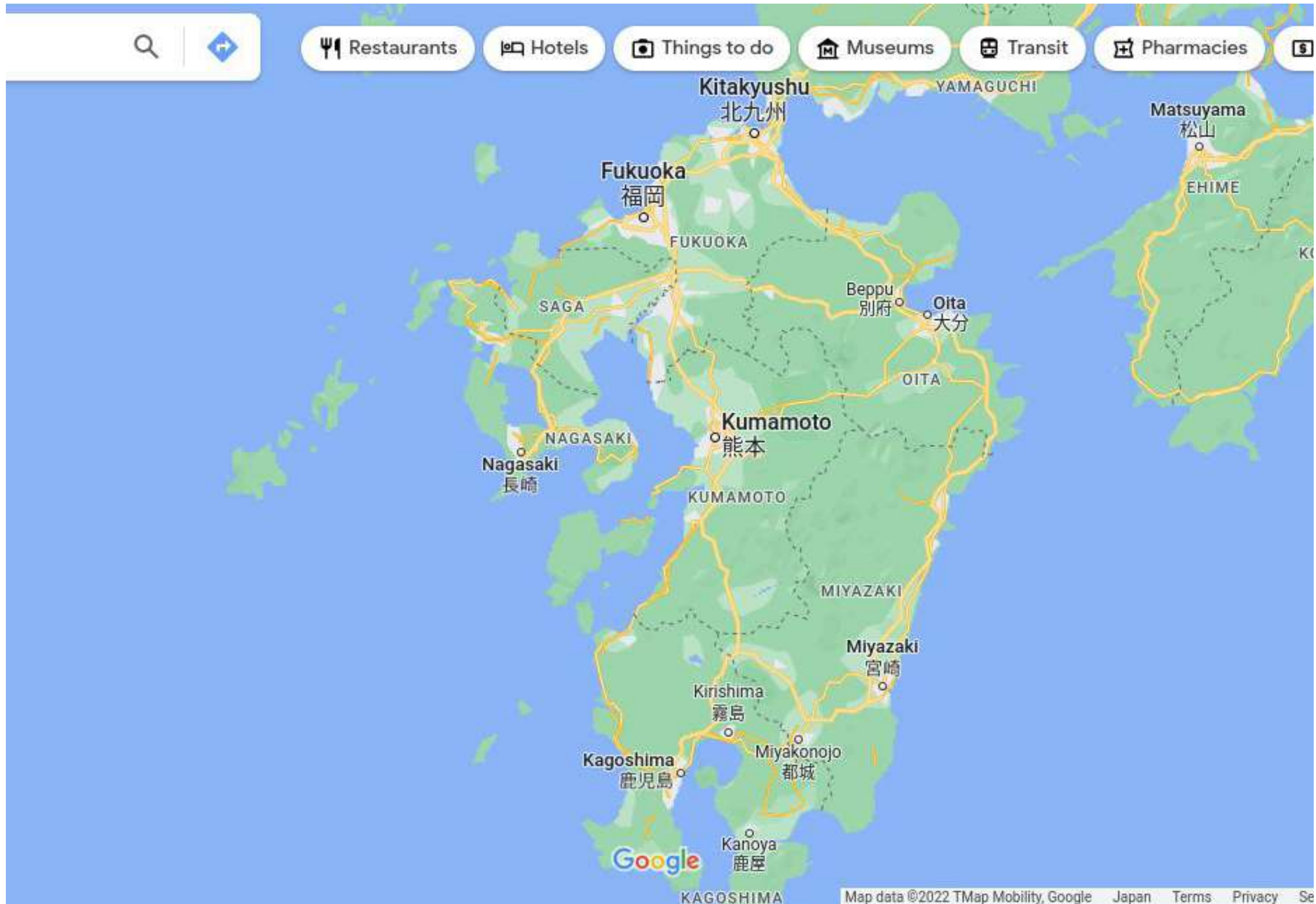


# Today's social problem

⇒ decline of shopping streets



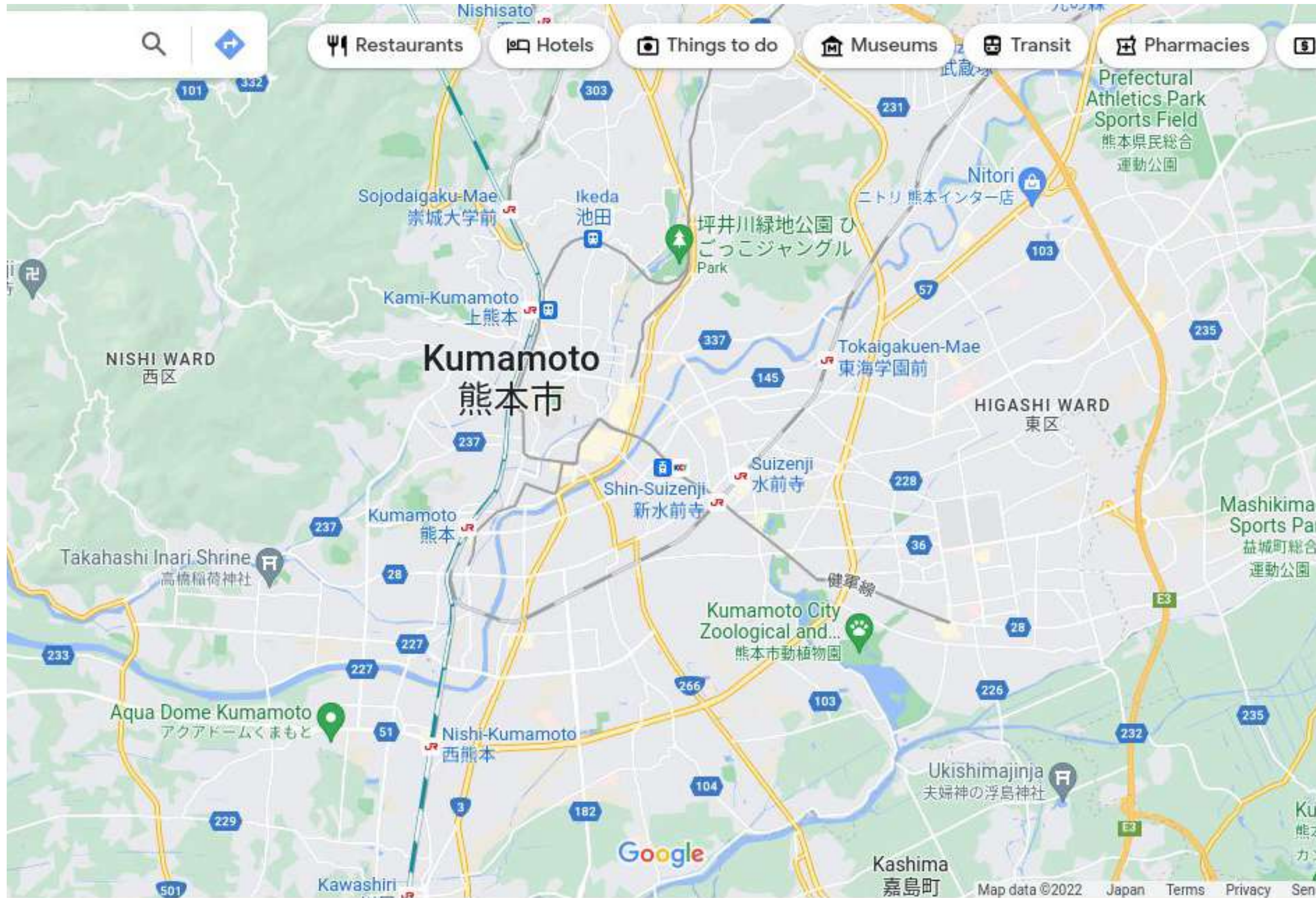




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map data: @2022 Google





map data: @2022 Google





map data: @2022 Google



# Kengun Shopping Street

Arcade: PIACRES



**【problem】**  
⇒ decrease in  
**young customers**

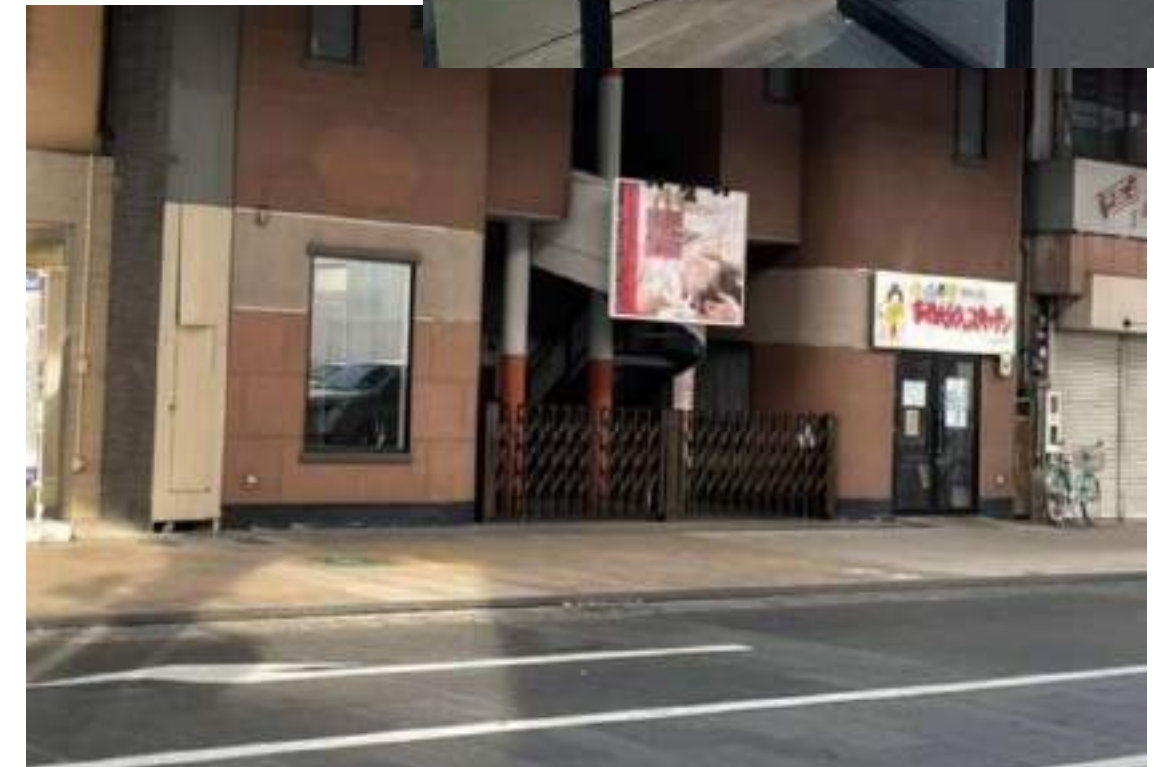
**Stop declining!!**



# Shared kitchen: VARIETY CHEF



⇐renovated a **vacant** store







# Meeting for the events





Let's open a store  
to **attract** young people  
at the summer festival !

at **VARIETY CHEF**





## 2. Activity

report —Summer festival—



# —Activity details—

Event : **Summer festival**

Date : **8.27 (Sat)**

Time : **16:00~20:00**

Venue : **Kengun Shopping Street**  
**@VARIETY CHEF**

Activity : **Sweets sale**







**What should we sell to  
attract *young people*?**



# What kind of food do young people find attractive?

- Food that looks great **in photos**
- **Cheap** and **easy** to eat food



**SWEETS**



# Trial production





# Croffle



Sweets made from **croissant** dough baked in a **waffle** maker

# Kyaravimochi



Juice containing **warabimochi** soaked in shaved ice **syrup**



# Points we devised

- Wooden stick  
→ To help eat easily
- A lot of kinds of flavors  
→ For a wide age range



carbonated

non-carbonated



# Advertisement



Flyer



Signboard



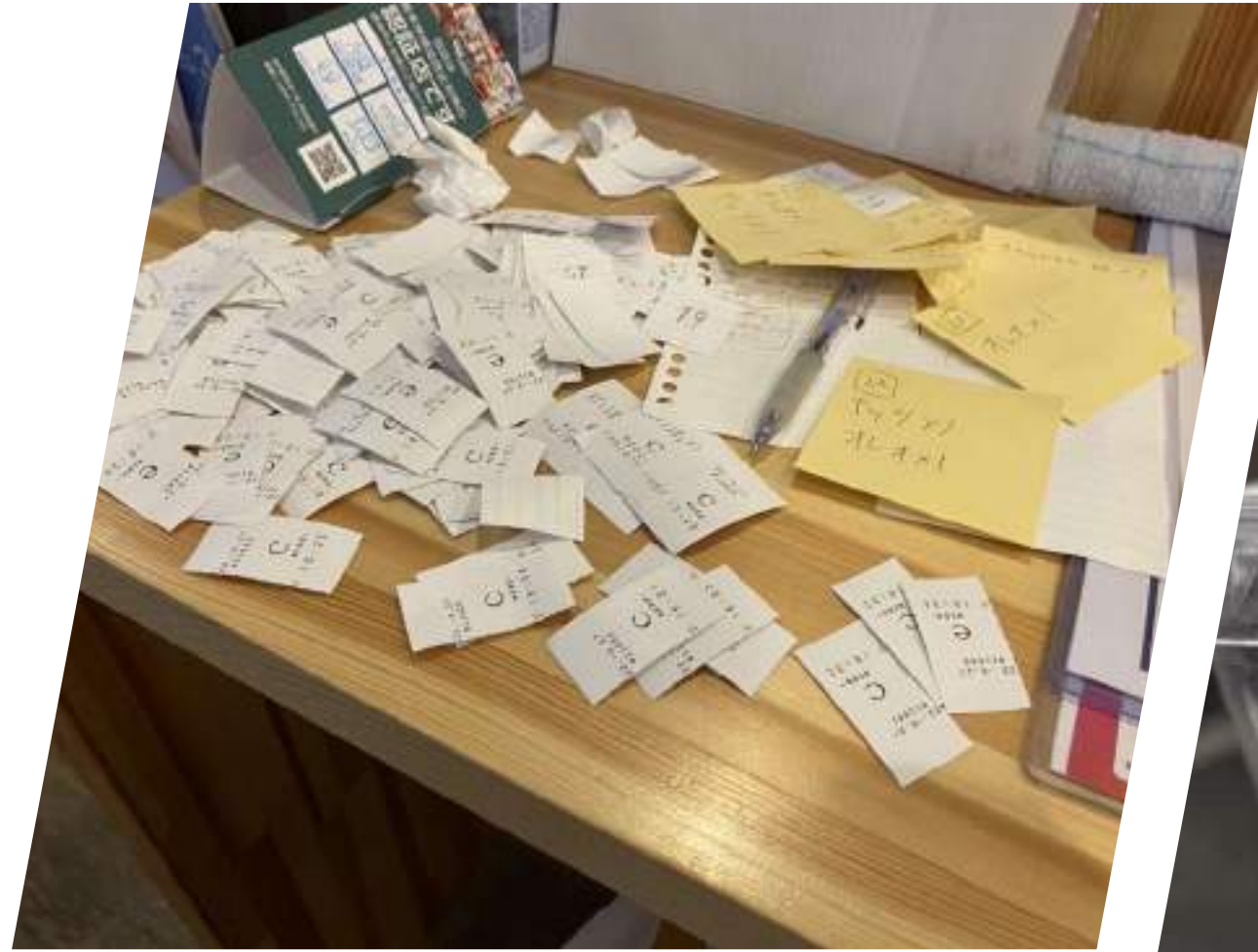
Instagram



300 Croffles  
150 Kyaravimochi

**Sold Out!!**

Within **4 hours!!**



# *“Kumamoto - Wakuwaku Fund”*

Financial support available to volunteer groups that are active in the urban development of

Kumamoto.

*We received 50000 yen*



※Quoted from “Kumamoto - Wakuwaku Fund” HP



# 3. research

↓Purpose ↓

**attracting many people**

**to Kengun Shopping Street**



# 1. Word Cloud

# 2. Photography



# 1. Word Cloud

created from  
the results of a customer  
satisfaction  
questionnaire collected  
after the summer festival





# 2. Photography

Weekdays



Summer Festival





# 4. Conclusion

# Review of our activity

## PROS

- Customers **increased**
- Many **young people** came to the street
- Increased awareness of the street

## CONS

- Sales did not keep up with orders
- Many **acquaintances** visited
- **Temporary** increase in customers



# 〈Outlook for the future〉

Summer festival is  
a **one-off** event

⇒ It does not lead to  
**continuous increase**  
customers



Next Step

How to attract customers  
permanently



**Thank you for listening.**

