

How to expand NOUSAKU, a foundry company from Toyama, overseas

Motive

- To revitalize local industry by letting people around the world know about the local traditional crafts
- Through the research on NOUSAKU, we think the key is to let people around the world know about their traditional products.

About NOUSAKU

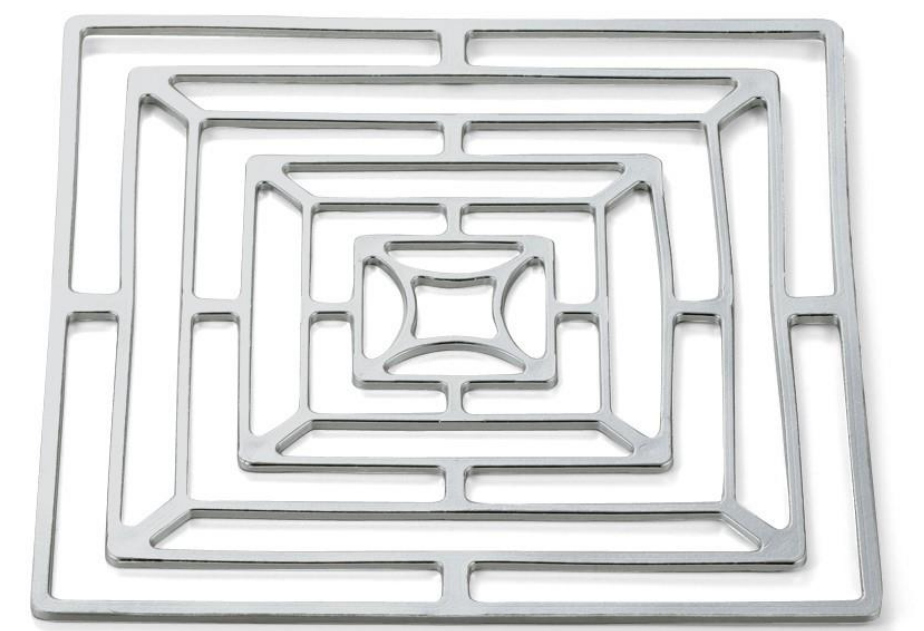
A company founded in Takaoka more than 100 years ago. Specializes in making traditional copper products.

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NOUSAKU



Focusing on Germany

- Germany pays great attention to SDGs.
- Germany has the largest population in Europe.
- NOUSAKU was once introduced to German consumers **but failed**.



<Reasons of the past failures>

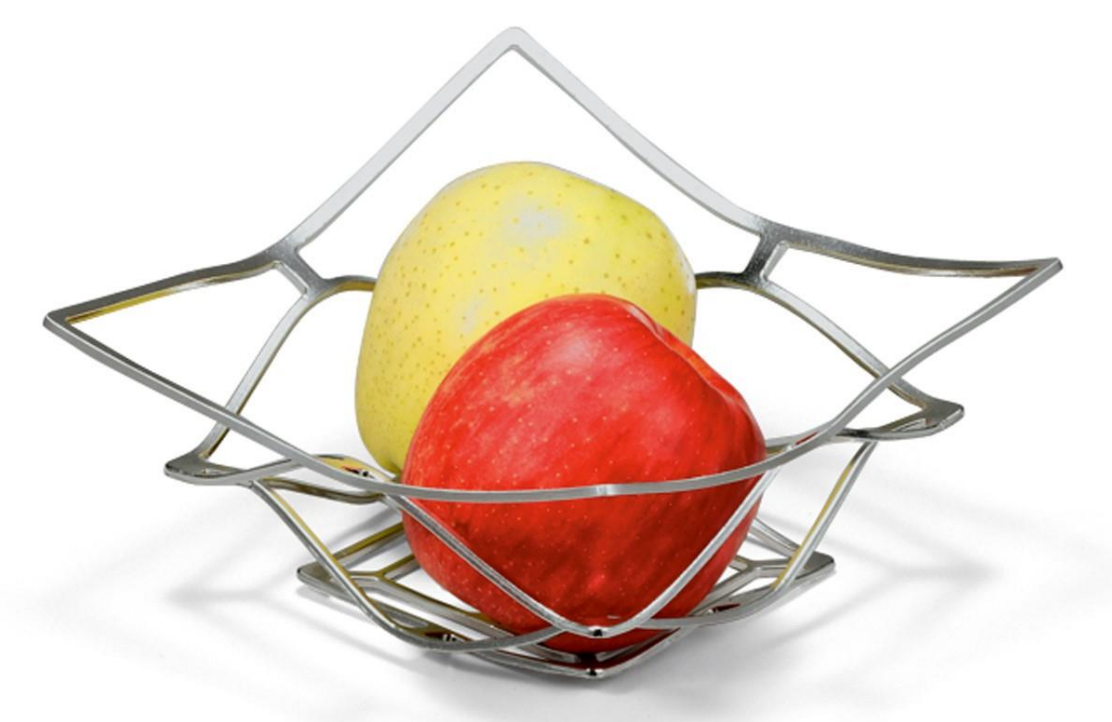
The products NOUSAKU presented were too expensive for German people, who are said to be modest in their spending.

Our suggestions

(1) Showcasing the products more advantageously .

Examples

- Displaying NOUSAKU tumblers at places where they can drink something with them.
- Offering options for consumers to use NOUSAKU baskets.



(2) Emphasizing the effects of the products on SDGs.

Examples

- Tin is rust-resistant and hard to break.
- Tin has antibacterial properties.
- The molds used to make the products can be reused.

