

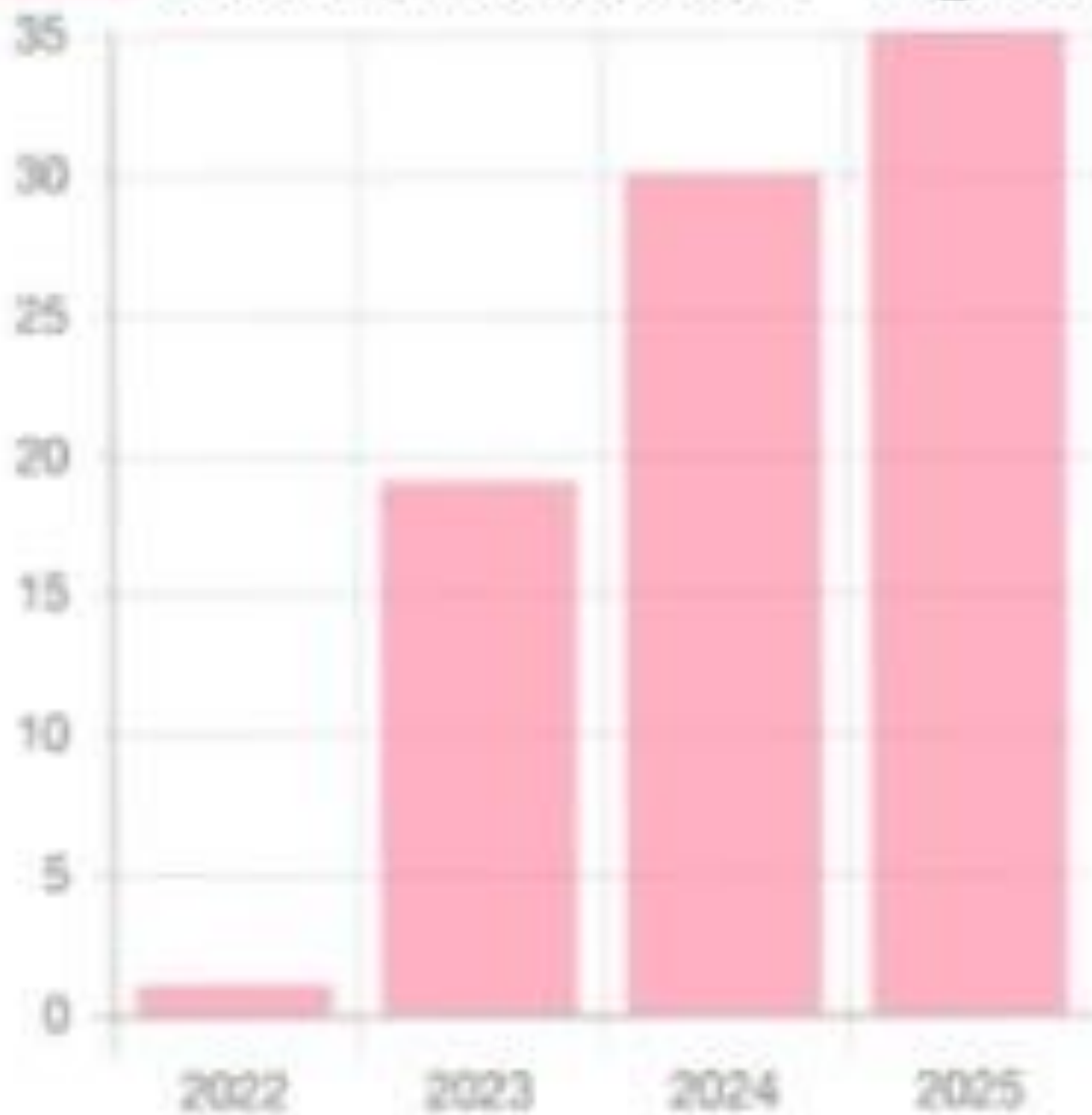
The Future of Local Supermarkets in Himeji

Our Issues and Our Goals

What is "Bon Marche"?

- The supermarket which was established 70 years ago in Himeji
- The closest store to Himeji Castle

Foreign visitors to Japan Figure 1



The number of foreign visitors to Japan is increasing year by year.

↓ However...

Local supermarket in Himeji, Bon Marché, is less popular.

Our Issues:

- There is no advertisement for overseas visitors.
- There is no product shelf for people overseas.

Where we work:

- Japan 🇯🇵
- Taiwan 🇹🇼



Our Goals:

- Increase the number of inbound visitors to Bon Marché.
- Achieve these SDGs goals.

Figure 2



What we do and the results from our activities

Activities in Japan 🇯🇵

- Set up a souvenir corner for people from overseas.
- Produce posters to advertise products.
- Produce a ranking of recommended sweets by high school students (According to the survey).



Sales in one month

203.3% increased

Future ideas

- Sell more traditional Himeji's sweets.
- Need to hear from customers.
- Need to do more advertising on SNS.



Activities in Taiwan 🇹🇼



- Gave a presentation about our activities.
- Exchanged opinions with local high schools students.
- Visited and analyzed local supermarkets in Taiwan.



Our key findings

- Promote our products more on SNS.
 - Make the atmosphere nicer to enter.
 - Research more specifically what kind of snacks and products people overseas like.
 - Create a new project based on that research.
- collaborate with local hotels and supermarkets, and conduct a local tour of Himeji.

Summary

- Need to think from the perspective of overseas customers when recommending Bon marché.
- Check overseas SNS trends and promote Japanese products in more attractive and trend-aligned ways.
- Japanese supermarkets offer more than just daily necessities; they also sell souvenirs.
- Many people are posting videos about Japanese supermarkets on YouTube.
- This trend should be promoted globally to increase awareness.

Referenced Websites

For the Figure 1 (made by JNTO) <https://www.jnto.go.jp/statistics/data/visitors-statistics/>

For the Figure 2 (made by lawcode) <https://www.lawcode.eu/en/blog/sustainable-development-goals-sdgs/>