

# Let's Start a Business: Pre-Study

Welcome to the "Product Design" hybrid course. In this course, you will learn about product design, marketing, and cost, profit, and revenue, before **designing and presenting your own idea for a product** in the "Let's Start a Business" lessons at British Hills.

Look at some example product proposals below. Do you think these are good or bad product ideas? Why?

## *Pentastic: the memory pen*



### **The product**

*This pen has an SD card slot & motion sensor.*

*This pen records everything you write in Microsoft Word and PDF format.*

*Connect it to a PC to see files.*

*It has 64gb of storage: 3 million pages*

### **Expected profit**

Cost     *Research: ¥2 million*  
            *Production: ¥3500 per pen*

Selling price     *¥5000*  
                          *(first month ¥3700)*

### **Promotion**

*Pamphlets in university libraries.*

*Free samples for schools + hospitals.*

*TV ad after イッテQ!*

### **Areas of demand**

*For business purposes:*

*Office workers.*  
*Students & schools.*  
*Doctors, nurses, hospitals.*  
*Researchers, scientists.*

### Good points

### Bad points

# Let's Start a Business: Describing a Product

## *My Home Natto: natto maker*



### **The product**

*An all-in-one natto making machine.*

*Just put soybeans in the top and add a cup of water.*

*Wait 2 – 3 days. The machine will ferment the beans, then cool them. Fresh natto will come out the bottom.*

### **Expected profit**

Cost    *Research: ¥2 - ¥4 million*

*Production: ¥8500 per machine*

Selling price    *¥13500 per machine*  
*¥135 per bag of soybeans*

### **Promotion**

*Commercials during afternoon TV.*

*Free machines for famous TV food programs.*

*Pay for Instagram advertisements and reviews.*

### **Areas of demand**

*This is used for private purposes:*

*Families.*

*Chefs.*

*People on a diet.*

### Good points

### Bad points

In your opinion, what does a product need to be **successful**?