



# Marketing Plan

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# Customer Persona

Madoka Homura

**Who is she? Why  
do we care?**



# NITORI 4Ps & TARGET MARKET

## 4Ps ↵

Product ↵	Self-build furniture ↵ Home fashion ↵
Place ↵	Online and in stores, inside and outside of city ↵
Price ↵	Overwhelming low cost compare to most competitor ↵
Promotion ↵	お、ねだん以上ニトリ→Catch phrase ↵ Price appeal type TV CM ↵

Established in 1967. 50 years ago. ↵

Market leader. Has 10.9% share in the furnishing market. ↵

Target is under ¥8million income people. →80~90% of Japanese are target.

# NITORI POSITIONING - SWOT ANALYSIS



S



- Cost leader
- Customers Credibility
- Skilled Workforces
- Convenient Locations

W



- Technology Competitiveness
- Return on Investment and Research

O



- Single-unit Furnitures
- Foreign Markets
- Globalize Brand Recognition

T



- Competition with foreign brands
- External Business Risks

AVERAGE COST OF VARIOUS FURNITURE ITEMS



unico

Dining Table

Wood, approx 120 cm

¥14,186

¥14,325

¥35,038

¥70,060

¥52,933

Sofa

2 seat, upholstered

¥41,086

¥39,049

¥53,000

¥66,822

¥87,500

Bed Frame

Single, wood

¥18,565

¥17,406

¥31,500


¥54,376

¥55,920


Source: [nitori-net.jp](http://nitori-net.jp), [ikea.com/jp](http://ikea.com/jp), [muji.net](http://muji.net), [idc-otsuka.jp](http://idc-otsuka.jp), [unico-fan.co.jp](http://unico-fan.co.jp)

# ANSOFF MATRIX & PORTER'S GENERIC

## The Ansoff Growth Matrix

	Existing Products	New Products
Existing Markets		Product Development
New Markets	Market Deployment	Diversification

## Porter's Generic Strategies

		Markets where business competes	
		Broad	Narrow
Source of Competitive Advantage	Costs		Cost Focus
	Differentiation	Differentiation Leadership	Differentiation Focus

# Who is/are the Main Competitor(s) of Nitori?



(Spoiler Alert)  
These guys

(With Muji as the distant 3rd wheel)





# CURRENT STRATEGIES

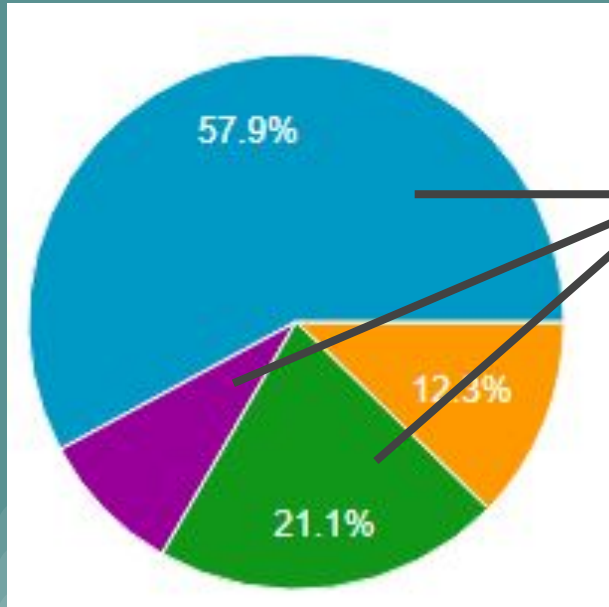


“perfect coordination”

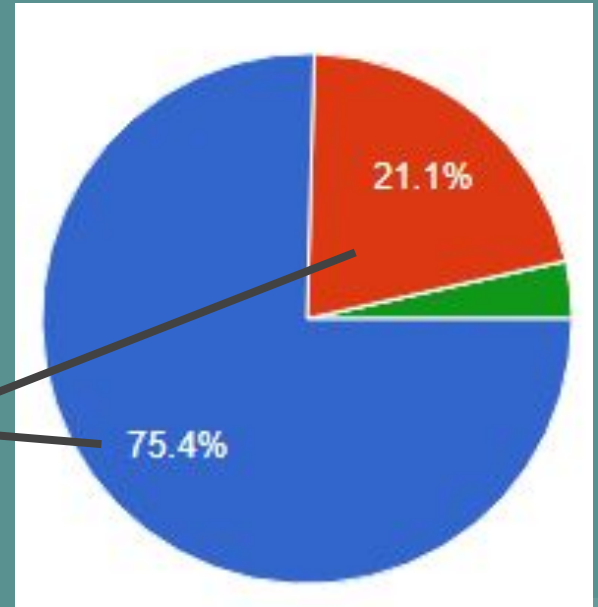
NITORI



# SURVEY RESULTS



Can communicate in Japanese without much problems



income under 5 million yen/year

# THREE=YEAR GOALS



- Increase overall sales by 7% per year
- Increase online sales by 10% per year
- Target **new buyer groups** to expand market share



# MARKETING STRATEGIES

- New product line to focus on the single household market with value priced, compact, **multipurpose furniture**.
- Enhanced **online shopping experience** with virtual showroom, speedier delivery, and **foreign language support**.
- New product line to focus on more affluent, **quality-minded consumers** with stylish, high-end furniture.



**Thank you for  
listening!  
Any question?**

