

## MARKETING ANALYSIS (3 PAGES)

### Topic 3 - Souvenir

Nakamise Dori is a fairly well-known area located in Japan precisely in the area of Asakusa, Tokyo. Nakamise Dori is actually a main road leading to Sensoji temple in Asakusa. Nakamise Kaminarimon is the entrance which is also known as a symbol of Asakusa. A distance of approximately 250 m from Kaminarimon Gate to Gate Hozomon also called Nakamise-Dori. There are many shops lined up on this approach, around 50 on the east side and 30 on the west side, everything is old and historic.

All the stores here are SMEs sized businesses with a variant of a typical Japanese goods as souvenirs, from small to medium. Goods sold by the store were mostly trinkets souvenirs Japan. As Japanese fan or Yukata and Kimono. In addition there are items other Japanese-style SMEs, such as Japanese clogs, wooden dolls and Chiyogami (colored paper), folk art product, a postcard with a view of Asakusa in Edo Period (1603-1868).

But there are interesting things from one MSMEs in Nakamise Dori, namely ningyoyaki and Kaminari-okoshi which is a confectionery as a souvenir of Tokyo. Besides that there are many SMEs that sell food using a classical Japanese nori and kombu seaweed.

Nakamise Dori is always filled with tourists both from within and outside the negeri Jepang. So the scale of SMEs contained in Nakamise Dori pretty much favored by tourists. Because the average tourist who came there always buy typical Japanese trinkets.

Nakamise Dori in SMEs are also selling passenger transport services named Tugtug Japan. Tugtug Japan is a traditional Japanese vehicles using manpower to menarikya. The principle is actually almost the same as the becak in Indonesia.

But the slightly higher seat, allowing us to see the scenery better than walking. In addition Tugtug driver was in front and pull the handle rickshaw with his hand. For any fare rise quite expensive at around 3000-6000 yen for 12 minutes depending based on the number of passengers who ride.

Nakamise Dori in the area especially in the main hall or the Kaminarimon gate to Sensoji Temple has many chochin (lantern) everywhere. Sale lot of lanterns mini that I can take home as souvenirs. These lanterns are very popular among tourists because it can be folded up so it does not consume a lot of places.

Suzusutki Omamori is also a famous souvenir in Nakamise Dori. By-the sort of hanger tied with bells and amulets. This amulet used to protect themselves and their families, as well as to grant the wishes. It certainly caught the attention of tourists who come to Nakamise Dori.

As the summer in Nakamise Dori, I heard a lot of "jingle-jingle" in Nakamise-dori. The sound emanating from furin or wind chimes is a symbol and tradition of summer in Japan. Before the advent of air conditioning, the sound of the bell is considered to cool down during the summer. In addition, at the time held "Hozuki Ichi" (lantern festival) at the beginning of summer, this object used as a talisman to ward off misfortune and bad things.

Souvenir next is insulated socks at the toe or the so-called model of "tabi". There is partitioned to five fingers, and there were only partitioned into two, one part for the toes and a great divider for four fingers rest. Comfort and unique designs of socks has been popular in Japan.

One of the important things in the culture of eating in Japan is chopsticks. One chopstick maker "Morita" famous for its elegant design, opening stores in Nakamise-dori chopsticks. Chopsticks is an object that is increasingly being used then it will be more like it. In addition, these objects also can not be separated from daily life of Japanese people. In the shop there are also services Morita carve my own name in the chopsticks by paying 100 yen.

Besides dealing with Japanese culture, bento wrapping cloth is also important not to be missed. furoshiki is actually a wrapping cloth for goods or bento, but its own use is not only limited to these things alone. I can even change Furoshiki into a cute handbag.

Similarly Furoshiki, Tenugui can also be used for various things. For example, good-quality cloth and dry quickly, as a towel, a washcloth for in the kitchen, and even can use it to wrap small items. Souvenir is also preferred by many tourists in Japan.

When the air is a bit cold, tenugui can be used as a fabric cover on the lap. Can also be used as a napkin when eating or drinking. Tenugui can also be used to bring a bottle of wine or sake. You do this simply by wrapping and tying it! Please try because it is very easy.

Tenugui can also be used as a cushion or shock absorbers wrapping when carrying goods. Can also be used as a base when eating. Tenugui pattern assortment.

When folded properly, tenugui is so compact, making it suitable for outdoor activities, such as picnics. In addition, when used as a wrap for bento boxes and chopsticks, bringing the bento boxes and chopsticks will also be easier.

Currently, many women use tenugui for their fashion style. Tenugui wrapped around the neck like a scarf into a sweet garnish.

Tenugui in a uniform size of 90 cm × 33 cm contains an assortment of typical Japanese patterns, animal patterns, or patterns that would make us feel the atmosphere of the various seasons.

Over on Nakamise Dori, I get a unique gift for those with a partner with a friend or a girlfriend, I get a recommendation to carve my name and partner in Horifuda. The objects in the form of unique wood carvings, so I can take anywhere. I can also change my name from the Roman letters into Japanese characters.

One of the other things that attracted the most attention in Nakamise-dori is a toy that resembles a samurai sword, or katana. These toys are very popular with children because they can sense they are like ninjas and samurai.

Near katana sword toys, there is also a real katana sword. This object is sold as a collection of art and very appealing to the men.

In Nakamise Dori also a food souvenir taken home has with a long enough time expired. One is "Gaufrette" (cost about 1000 yen excluding tax) taste of matcha (Japanese green tea) with packaging design Hello Kitty, the famous Japanese animation character in the world and is also listed halal logo.

There are also a unique product called "Samurai Ramen", this product can be eaten and made themselves at home (800 yen excluding tax). Although it does not use animal products such as beef, pork, and chicken, it's still like ramen Japan.

Other products that are no less well known is the Japanese tea bags, "Garasha" at a price of 480 yen excluding tax. Garasha with green packaging is "Horchata" or also known as green tea. While the brown packaging is "Genmaicha" (green tea mixed with roasted brown rice grains). The distinctive aroma Genmaicha is the main attraction of this product.

If talk about Nakamise Dori usually people will associate it with Kappa Bashi famous for food replicas. Therefore, in Nakamise Dori also sell replicas of food. As an example, namely the key holder sushi. The shape is so similar to the original food. The price turned out to be fantastic for a wide variety of shaped key chain sushi priced around 650 yen and refrigerator magnets cost about 500 yen. The more difficult the more expensive forms.

In addition I have a lot Kappabashi kappa statue is a symbol of the region Nakamise Dori. What is a kappa? According to wikipedia, kappa are creatures of mythology, a kind of aquatic creatures that can be found on a Japanese folk tale. However, they are also considered as part of kriptozologi, as some people claimed to see Kappa. In the Shinto religion, they are considered to be one or the god of water ".

Besides Maneki neko (cat statues were usually placed in stores), there is one more popular in Japan is a statue of a Japanese raccoon or commonly called tanuki statues. Functions the same as Maneki neko. When I noticed, Tanuki statues can be found everywhere, in restaurants, temples, houses, and in the streets. This statue is depicted with a fat raccoon hat and holding a bottle of sake. There also are carrying a paper like bon / memorandum of the bill.

Tanuki depicted wearing a hat which means it should be ready to protect against trouble or bad weather to understand the environment and help make good decisions. Bottle of sake that represents virtue huge tail that provides stability and strength to achieve success. Big belly symbolizes firmness, brave and calm, and face tanuki always a friendly smile.

Additionally in Nakamise Dori also there is a product called "Nodate" (300 yen, excluding tax). These products are used for those who want to enjoy matcha but do not understand the traditional way to brew. Simply use the shaker to its course and do not need to buy equipment for tea.

There is also sencha teabag disposable packaging unit. The price is very affordable, only 100 yen per pack. Teabags are often used as souvenirs of foreign tourists because of the packaging design pictorialFuji mountain or kabuki performancesJapan it really.

Then tea cans picture of Mount Fuji (680 yen, excluding tax) is an option for me who wanted to buy tea bags in large quantities. I think this is enough to be used for 3 months.