

Report of The Attended Antenna Shop Program (Kenya & Ghana)

April 17, 2014

TOYOTOMI CO., LTD.

The project was hosted by JETRO to check the reaction of selling Japanese products in a leading market of local capital in Kenya, Ghana in this time. We TOYOTOMI participate in this project, and we carried out test sales of kerosene cooking stove.

GHANA

- We made a successful selling our products with an exhibition and sale in major shopping center for a month.



Customer Response

- We obtained the local needs information which would be helpful for product development from many people there.
- We obtained the information that gas is getting spread as a cookware nowadays.

The Main Use of Kerosene in Ghana

- There are two kinds of usage of kerosene in Ghana, which is used for the illumination lamp and the cooking stove.
- The main use of the illumination lamp is as a light when a power failure occurs.
- In the future, we obtain a feedback from the monitor and collect idea and need in Ghana from the information which will help developing products that satisfy many people.

KENYA

- We made a successful selling our products with an exhibition and sale in major shopping center for a month.
- Middle-income customer and BOP people came to the store. There are industrial parks and slam where they are working in the neighborhood.



Customer Opinion

- They preferred the product of small type, because it does not take too much space in the kitchen.
- We proved that the most users use a rounded paper to refuel kerosene, even though We have heard that there are less users use a funnel to refuel kerosene to stove.

Observation

- We expected that demand of heaters are going to grow in Kenya because temperature in Kenya on July-August is below 10 °C or lowered.
- Electric heaters are used in general and there is no kerosene heaters market in Kenya.
- In the future, we obtain a feedback from the monitor, and collects idea and needs in Ghana from the information which will help developing products that satisfy many people.

We will continue working on the project, which will make many people happy.