

Report for Developing a New Indian Market

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TOYOTOMI CO., LTD.

Now, we are developing a new business model with women, especially housewives, for selling our kerosene cooking stove in India. We implemented small test sales such as face to face selling for three months.

Customer Opinion

- Pressurized kerosene cooking stoves are using mainly in India



What is pressurized kerosene cooking stove?

When the users use this kind of stove, the users have to make some pressure to the inside the stove by pumping air (① part). By pumping air and making some pressure to the inside stove, the kerosene in the tank turns from liquid to mist, and the mist spout out from ② part. Then the users bring the match or lighter close to ② part for ignition. And then, the stove ignites the fire and the users can use it.

This kind of stove sells generally in India.

- We got some opinions from the person who bought our product.
 - Compared with the pressurized kerosene cooking stove, there are less smoke and no soot.
 - It is easy to use.
- It is difficult to pay in one lump sum for the most of consumers.



Developing in the Future

We are going to conduct the second time test sales based on some modifications on the last small test sales. We are trying to develop our product for the customers.