

MTestJapan.com Basic Consultant InfoPack

(Sample Data Submission)

Project Name: Australian natural honey survey 16Nov2012 v1-6

Customer: Australia Anytime Honey Pty., Ltd. (Sample)

Completed by: Export Manager, Head Office

Audience: Digital only, Consultants

Explanation: There are 4 steps to using MTest's service, Personal Data -> Survey -> InfoPack -> Quote Request. This template refers to Basic Consultant InfoPack.

Basic Consultant InfoPack allows you to upload sample data that will be first be translated (if text) by us, then shown to the Consultant. You can upload any digital information you want the Consultant to see, including photos and captions, text, tables, videos, etc.

How to get there:

- To get to the InfoPack function, first register, then log-in, then click on any Order Now or Quote Requests links. After filling out your Personal Data and Survey, you will be asked to "Start a New InfoPack".
- Upload the digital assets files you want us to receive and show to the consumer panelists. Graphics and similar files should be sent one by one (i.e., not embedded inside Word), so that we have the best quality files possible.

Digital Assets Information:

1. Check List of what you're uploading – send list as Text file (Microsoft Word or similar)

Include?	Survey Question/Item	Digital Assets You Supply
	*Condition of photos and other digital assets	None
✓	* Evaluation of product positioning statement	Text in Word format, we translate up to 50 words for free
✓	From photos, shipping packaging appearance	Photos and related captions (captions in text file, noting related photo filename)
✓	Shipping packaging text comments	Text in Word format, we translate up to 50 words for free
✓	From photos, internal packaging appearance	Photos and related captions (captions in

Include?	Survey Question/Item	Digital Assets You Supply
		text file, noting related photo filename)
✓	Internal packaging text comments	Text in Word format, we translate up to 50 words for free
✓	From photos, contents container appearance	Photos and related captions (captions in text file, noting related photo filename)
✓	Contents container text comments	Text in Word format, we translate up to 50 words for free
✓	Size and weight of product	Text in Word format, we translate up to 50 words for free
✓	Evaluation of packaging functionality	Photos, videos, and related captions (captions in text file, noting related photo filename)
✓	Special certificates, marks, etc.	Photos, graphics files, and related captions (captions in text file, noting related photo filename)
✓	Suggested pricing	Text in Word format, we translate up to 50 words for free
	Why	None
	Suitability as gift	None
	Why	None
	Will consumers buy online internationally?	None
	Why	None
	*Will product sell well in Japan?	None
	*Why	None
	Competition URL(s)	None
✓	Additional open format questions (e.g., "Can you suggest a low-cost but effective way to advertise a product like our's?")	Text in Word format, we translate up to 50 words for free

2. Your product positioning statement

(Your comments should refer to the positioning of your product in your home market. E.g., who buys it, why, how you are better than the competition, how you see the product fitting in the Japanese market, etc.)

AA honey is a genuine natural Australian food product, sourced directly from apiarists harvesting the honey. It is heated at low temperature to preserve its natural qualities and flavor. The product is not listed as organic, as our apiarists are unable to certify that all sources of nectar are organically grown. However, we note that we do not harvest within 50km of major areas of manufacturing.

The audience for AA honey is people who appreciate the unique taste of Stringy Bark and Mallee tree flowers. The taste is distinctive of Australian bush honeys. Generally people who are prepared to pay a premium for such tastes are already honey consumers and are looking to experience something different.

We primarily compete through superior taste and quality, but our prices are also very reasonable.

We think Japanese like new and exotic tastes and yet because of increasing Western-style diet and diseases, are looking for healthy alternatives to sugar.

3. Photos of contents container physical appearance

(Your photos should be clear, well lit, and show all angles. Provide JPEGs of at least 1MB in size. Remember to add file names to caption text files.)



File name: IMG_8472

Caption: Front side of bottle, stored right way up.



File name: IMG_8476

Caption: Front side of bottle, stored upside down – suitable as the honey level goes lower or is viscous due to cool weather, to get honey to the dispenser more quickly. Our no-leaks dispenser has a membrane to stop honey flow unless there is hand pressure on the side of the bottle.



File name: IMG_8478

Caption: Back side of bottle, stored upside down.
Note the label reads correctly in this position, indicating to consumer that this form of storage is correct.



File name: IMG_8480

Caption: Front side of bottle, stored upside down.



File name: IMG_8477

Caption: Angled side of bottle, showing how the bottle is beveled to fit the user's hand and facilitate squeezing.



File name: IMG_8474

Caption: Another view of the back side of bottle,
stored upside down.

4. Contents container text and directions

(Be sure to type in all relevant information – not just photos – to facilitate translation.)

- Front

Discover
Australian Honey
Red Stringybark Honey

Flat side

Nutrition Information	Servings per package 20 Serving size 25g		PER SERVE	Per 100g
		Energy	320kJ	1320kJ
		Protein	Less than 1g	Less than 1g
		Fat Total	0g	0g
		Fat Saturated	0g	0g
		Carbohydrate	20.5g	82.1g
		Sugars	20.5g	82.1g
		Sodium	3.5mg	14mg

Our honey is produced in open country areas where everything remains natural. We extract it without extra heat, to conserve the aroma and flavor. Every batch will vary slightly. It may crystallize quickly, but that's proof it's OK. Warm it gently in the sun, the bottle is designed for that purpose, or stand it in hot water. There is no need to refrigerate our honey.

- Back

Discover
Australian Honey
This honey is from Red Stringybark hardwood trees on the foothills of mountains in NSW. Big white blossoms yield rich smooth nectar, that creates a delicious result. It's ideal on toast, breakfast cereal, as a marinade, and of course, with ice cream for dessert. Bound to become a favorite.
www.australianhoney.com.au
Australian Honey (Exports) Pty. Ltd.
Beecroft, NSW, Australia
500gms min.
Product of Australia

5. Details on physical size and weight of product

(Be sure to type in all relevant information – not just photos – to facilitate translation.)

Measure	Value	Comments
Weight filled	500gm	
Height	130mm	To top of cap
Front side width	90mm	
Flat side depth	65mm	Non-beveled side

6. Contents container functionality comments/photos/videos

(Your photos/videos should be clear, well lit, and show all angles. Provide JPEGs of at least 1MB in size. Remember to add file names to caption text files.)



File name: IMG_8440

Caption: Dispensing honey is easy. Simply open the cap, place the honey over the target and squeeze from the beveled (narrowest) side of the bottle. AA Honey has a membrane in the cap which will cleanly cut off the honey flow when pressure is released from the bottle. This prevents drips and leakage.

7. Suggested pricing

8. *(Indicate pricing in your home market, and desired pricing in Japan. Type in all relevant information – to facilitate translation.)*

- Australia (home market) – Retail is AUD10 per 500gm bottle
- Japan – minimum retail suggested at JPY1,000 per 500gm bottle

9. Additional free format questions

Can you suggest a low-cost but effective way to advertise a product like our's?