

MTestJapan.com Basic Consulting Testing Report

(Sample)

Project Name: Australian natural honey survey 14Nov2012 v1-5

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

Sector: Food/supplements/OTC medicines

By: Digital, Consultant [Terrie Lloyd]

Explanation: This sample report provides an idea of the level of response that you can expect from a Consultant for a basic report. The expectation is that for a standard 12-question report, the Consultant will spend about 25 minutes responding. In that allotted time, not all questions may be answered or answered thoroughly.

- Note that this particular sample is translated, while the original will be in Japanese. We supply reports in Word, so that you can easily cut-and-paste the Japanese response into Google Translate.

If you have additional questions or require clarification on any answers, you will need to request a separate but related project to cover the costs of the additional response. See the Pricing page for more details.

PRESCREENING

1. Food experience. Contractor has experience in foods product planning, import, promotion, and/or sale
 - Yes ✓
 - No
2. Honey/condiments experience. Contractor has experience with importing/selling honey or other condiments products
 - Yes – honey ✓
 - Yes – other condiments
 - No
3. Depth of involvement
 - Planning and developing honey or related products ✓
 - Buyer or importer of honey or related products ✓
 - Merchandizing for honey or related products ✓

- Market research for honey or related products ✓
- Other involvement in hone or related products ✓

MAIN SURVEY QUESTIONS

Product-related – Digital Assets Assessment:

- * Comment on the condition of the photos and other digital assets received for this survey.
 - Excellent Good Poor Unusable
 - *Photos were professional, but the product itself was not well presented. Labels show scuffs and product appears to have crystallized partially – creating a negative impression. Maker should redo these photos before running any audience tests.*
- * Evaluate the product positioning statement – relevancy and appropriateness in Japanese market
 - *[In Japan most honey is used as a cooking ingredient, and so the market awareness of honey types is low. This is not to say that there isn't a honey market in Japan. New Zealand has done a good job with Manuka honey, and this is considered the premium tier. Below Manuka are the European honeys, then Australian/US/South American product, and at the bottom, Chinese. The challenge will be to find a niche for Australian natural honey that appeals to the small part of the market that is gourmet oriented. Our recommendation is to pick up health conscious, financially secure Japanese, and identify the AA Honey closely with that segment. For example, identify it as being the perfect addition to a morning bowl of yoghurt (which it is!), or as a sweetener for a pick-me-up green ("aojiru") juice.]*
- From the supplied photos, comment on the external packaging appearance – quality, attractiveness, materials used, use of color, images, other comments
 - *[The AA Honey is delivered in packing cartons with white, blank sub-boxes inside. Sub-boxes should have labels and be suitable for supermarket displays.]*
- From the supplied photos, comment on the internal packaging (i.e., the container holding the contents) appearance – quality, attractiveness, materials used, use of color, images, other feedback.
 - *[The container used to hold the contents is plastic, squat, and brown, with a bright yellow cap. The labeling colors are brown and not attractive, and the printed text is hard to read. The bottle on the whole gives the impression of the product being boring and cheap, and it is only the quality cap on top that indicates it might be otherwise. According to the maker, the cap comes with a sophisticated membrane*

for easy dispensing, and this should have been indicated both on the bottle container and the external packaging, since it's a big plus point.]

5. Do the physical size and weight of product, compared favorably with Japanese consumer expectations?
 - *[The photos show a 500gm bottled product, which is larger than other specialist honeys sold in Japan. Typically such honeys ship in 250gm jars or 350gm squeeze bottles. However, I don't think the bottle is too big for the market and anyone using it on a daily basis will want it to last anyway.]*
6. From the supplied photos or other digital assets, evaluate the packaging functionality – shape, dispenser special features, etc.
 - *[The most noticeable thing about AA Honey is the bottle, which I'm not sure that I like, but it certainly stands out. The bottle is meant to be held by the wedge end, as shown in the maker's photo – but since the Maker doesn't give instructions on the bottle on how to dispense the product, consumers may not realize this. Maker definitely needs to show how to use this product – especially since the bottle design is a value-added feature!]*

Market

7. Will the special certificates, marks, properties of product (if any) influence Japanese buyers (e.g., organic, FDA certified, no preservatives, etc.)?
 - *[It would have been best if the product was organic, since that provides consumers with a guarantee that the product is natural. Instead, it is "natural" and not heated – which only knowledgeable people would understand. I suggest a Japanese-standard QR code on the label, so that consumers could scan the product and see a website on their cell phone.]*
8. What do you think of the suggested pricing?
 - Expensive Cheap Just right
 - *[The suggested price of this product is JPY1,000 for 500gm. This is middle of the honey pricing range and is appropriate as a suggested retail price. I recommend the maximum selling price of this product to be JPY1,500, which is just under the price of the cheapest Manuka table-grade 500gm honeys.]*
9. Would you give this product as a present or sample to a friend?
 - Yes No
 - *[Given the quality of the contents, I would give this product as a sample, but unless the Maker can make the bottle more attractive, I would hesitate to offer it as a gift.]*
10. Will consumers buy this product online directly from Australia?
 - Yes No Maybe

- *[If a consumer learned how good the product was, by trying out samples here in Japan, I could see them ordering 10 bottle packages at a time internationally and having them shipped to Japan. Since self-importation allows up to 20 bottles of any product, 10 would not be considered excessive.]*

11. Will this product sell well in Japan?

- *() Yes () No (✓) Maybe*
- *[If the packaging is improved, and the maker can do some internet health marketing, for example on Facebook, then they will get a loyal following in Japan. They should start with online sales for a test period (3 months) with very low shipping costs (JPY600 per package or less) and quick delivery (3-4 days), and see what happens.]*

Competition

12. List URL for competing product, as sold on Amazon.co.jp and Rakuten.co.jp.

- *[<http://item.rakuten.co.jp/nigari612/nonohana/> -- Japanese Nonohana honey, 300gm for JPY1,690. Note the highly developed jar and labeling – this product would be a good benchmark for AA Honey.]*