



andu amet

June 12, 2014

Japan-Africa Business Forum 2014

Special Seminar

The Forefront of BOP & Inclusive Business:
Innovation in Africa

andu amet













Background to Starting Business

Felt uncomfortable about *monozukuri* (manufacturing) based on mass production and consumption, and went to Ethiopia as a member of Japan Overseas Cooperation Volunteers.

Decided to start a business seeing potential in people and materials. Through marketing of foreign brands, established the company in 2012.





What is Ethiopia Like?













Ethiopian Sheepskin

One of the world's highest-grade materials. Used for seats in foreign luxury automobiles and earphone covers

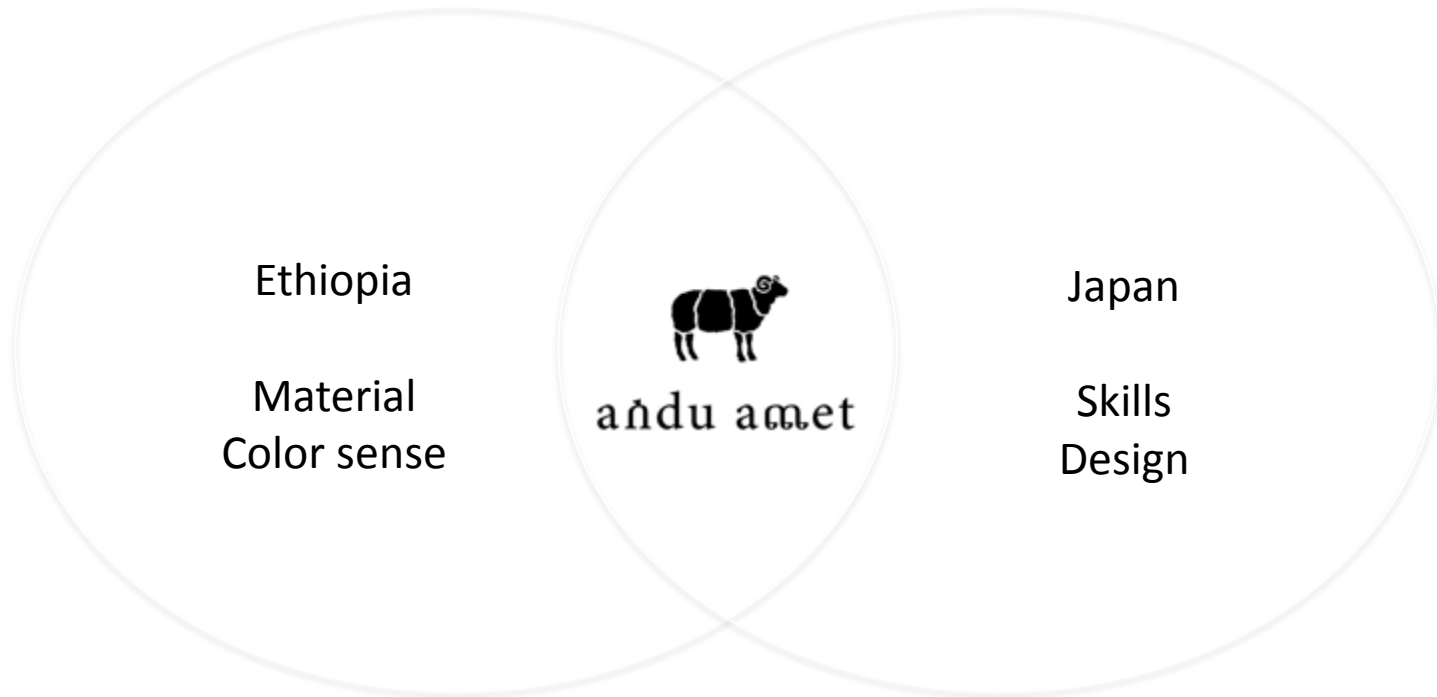




Ethiopian Sheepskin

However, it depends on exports of low-value-added “leather as raw materials” due to underdevelopment of the industry







Products

- Extremely unique products with a concept of “Happy”
 - Luxurious use of Ethiopian sheepskin, one of the world’s highest-grade **materials**
 - Extremely unique **design**
 - Thoroughly **ethical manufacturing process**
- A high price line of around 100,000 yen
- Put high priority on stories





Material

Luxurious use of extra-quality Ethiopian sheepskin, which brings a smile to the faces of people who touch it





Design

Unique design inspired by African sense of color and the beauty of traditional Japanese art



Secrets of andu amet HAPPY! 3



Process

Give consideration to society and environment in all processes, including planning, procurement of materials, manufacturing, and sales



Strategy



Sales Channel

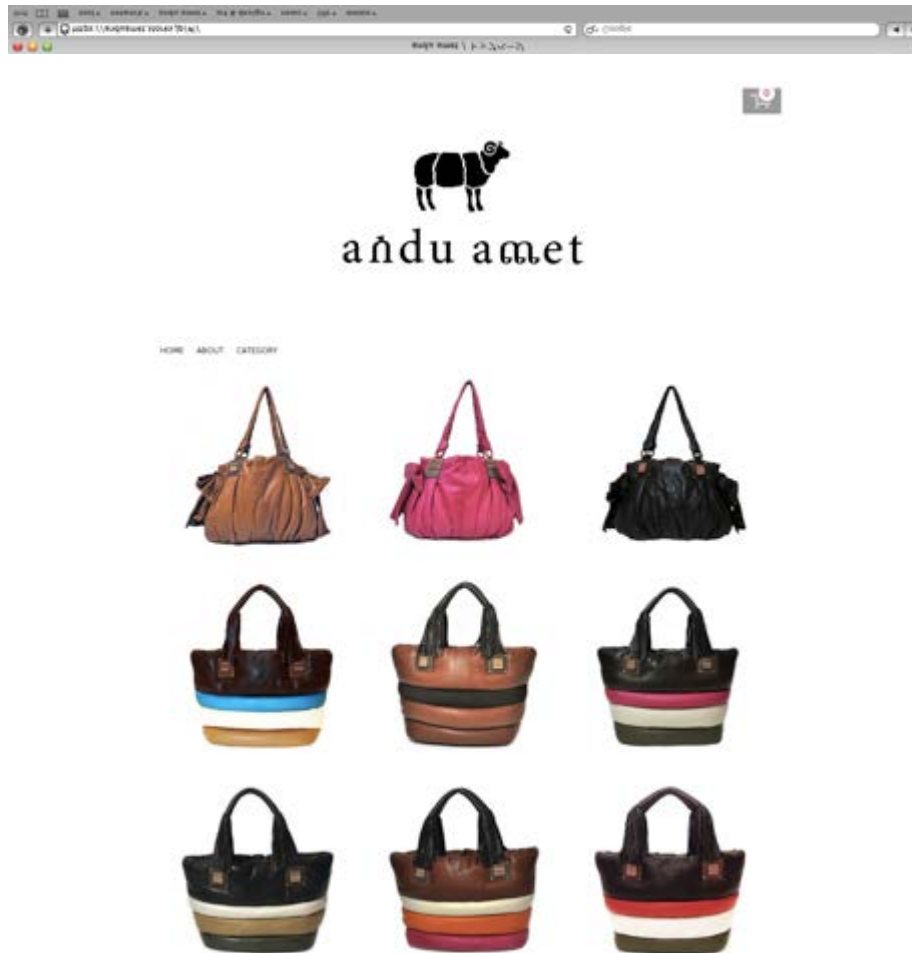
Sales for a limited time at luxury commercial facilities and department stores, such as Roppongi Hills, Tokyo Midtown, Shibuya Hikarie, and Sogo Yokohama





Sales Channel

Began sales to order on the online boutique for customers nationwide in September 2012





Communication Business

Hold workshops and various events to develop an understanding of ethical *monodzukuri*





Value Chain



Scarcity/
Designability

Make African sense of color and beauty of Japanese traditional art a design concept

Adopt extra-quality Ethiopian sheepskin

Handmade

Limited sales only at first-class stores

Consideration to society and environment

Extremely unique design unaffected by trends, upcycling

Do business only with environmentally-friendly tanneries
Use by-product leather of sheep for food

Fair trade
Long-term skill teaching

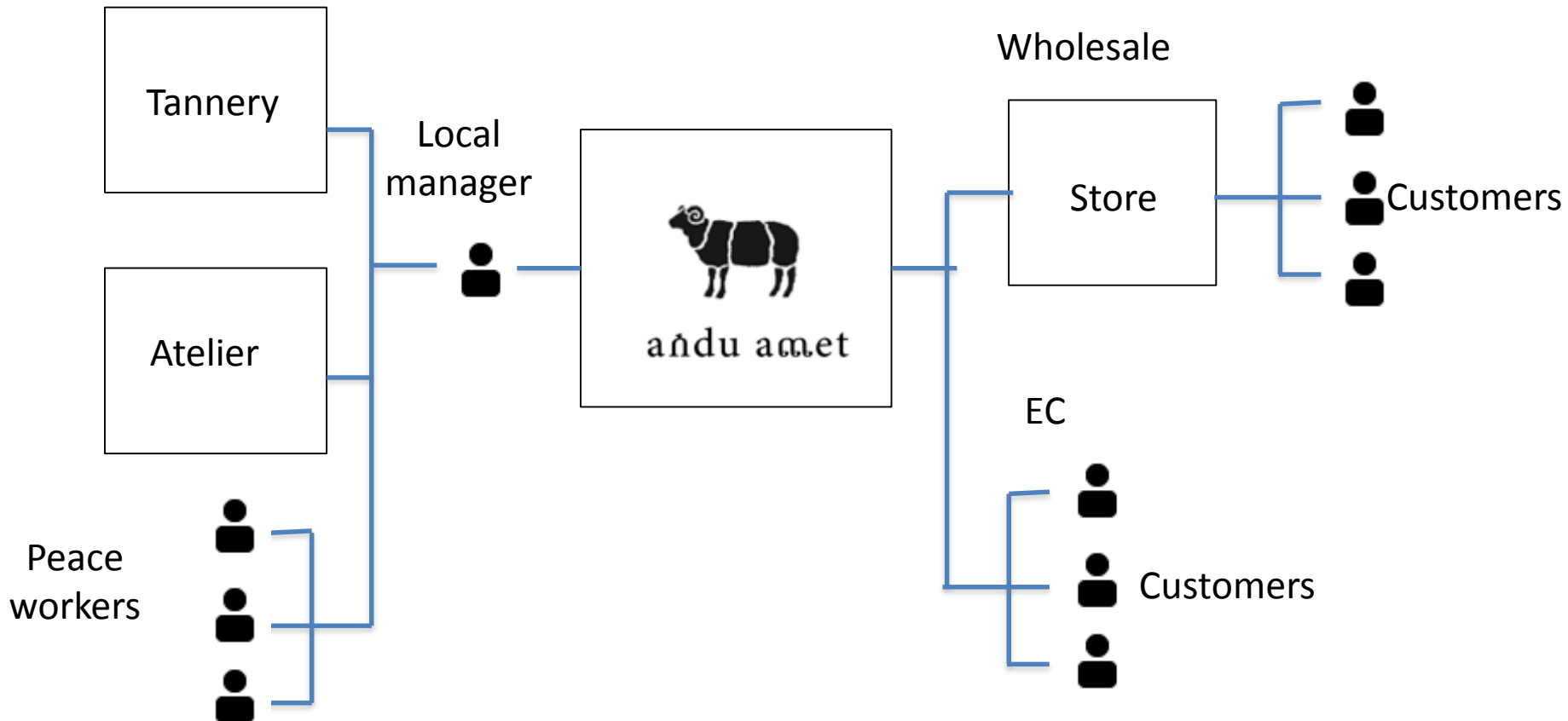
Make to order
Propose slow fashion
Lasting support for repair



Structure

Production area (Ethiopia)

Sales areas (Japan/Global)



About andu amet



Our Goal





Thank you!

Appendix

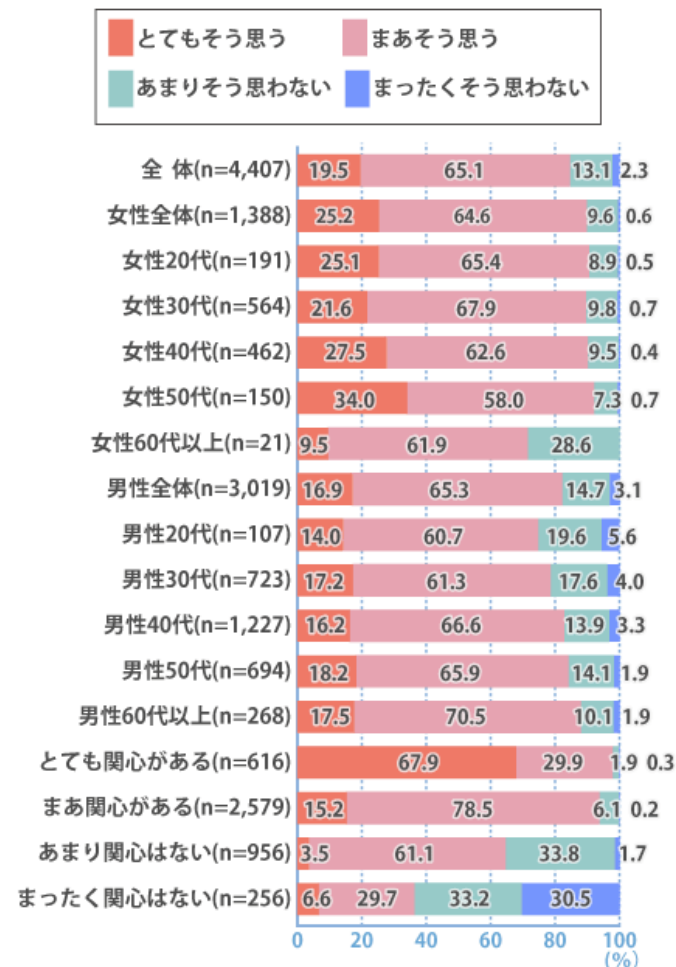
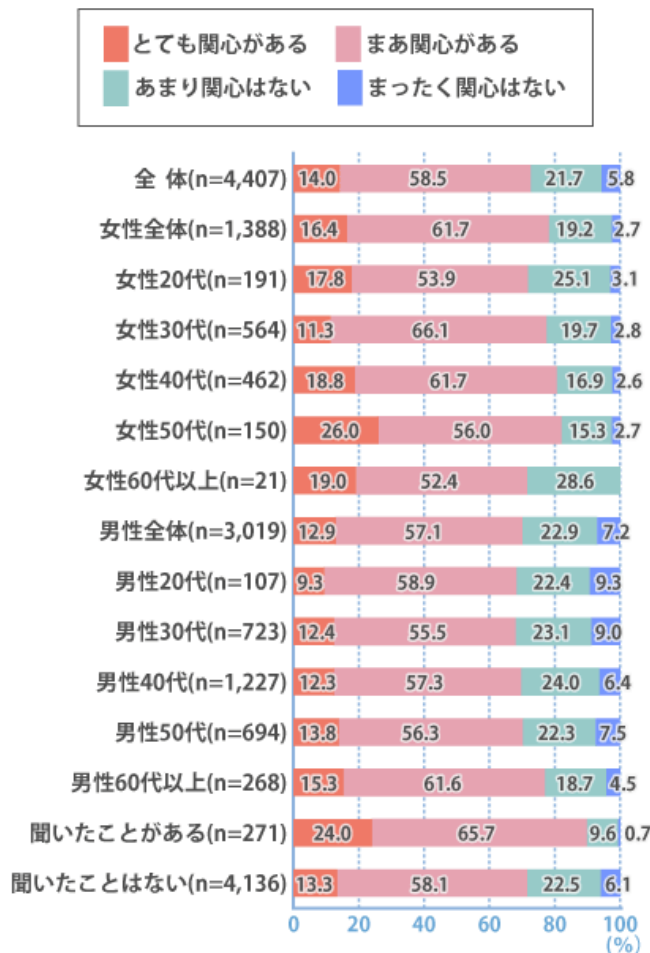


Background Info / Japan



Increase in Interest in and Willingness for Ethical Consumption

Although awareness of the term is low, interest in ethical consumption is extremely high, and future willingness accounts for more than 80% in all generations.



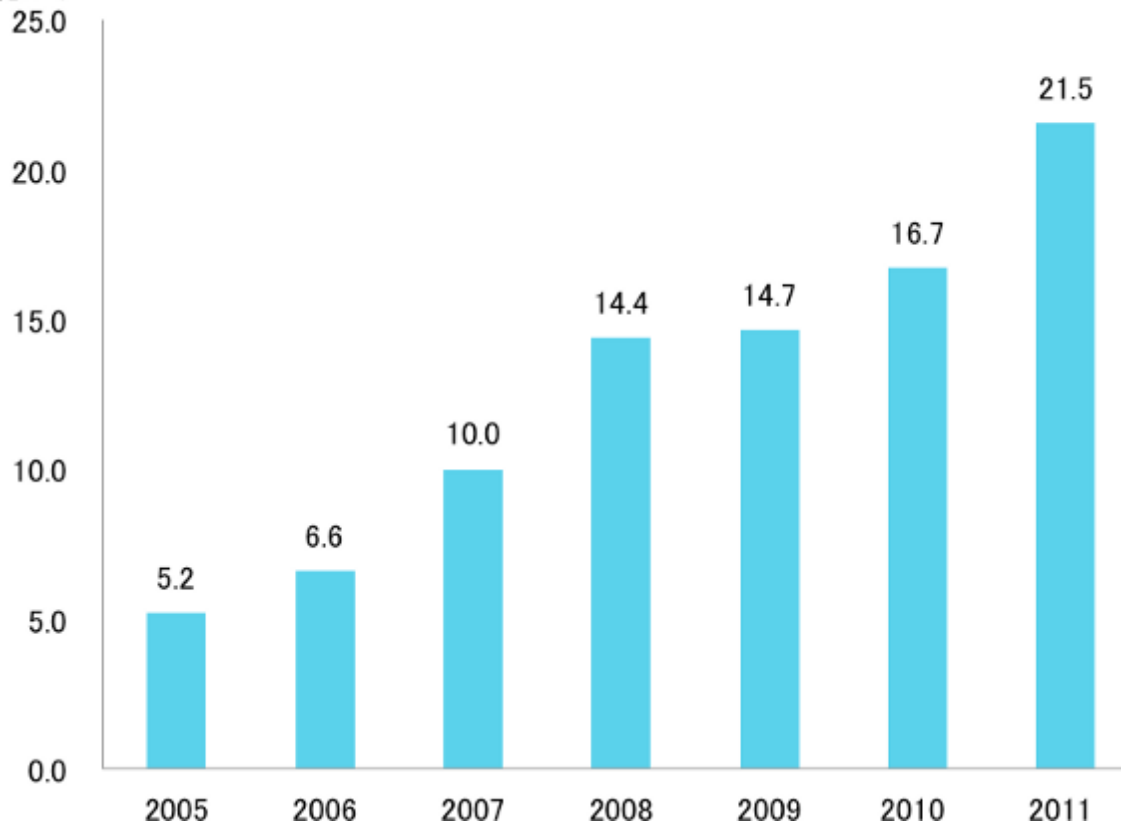


Expansion Trend of Domestic Fair Trade Markets

The fair-trade certified product market scale in 2011 increased by 29% from the previous year to 2.15 billion yen.

The number of corporations and groups participating in fair trade is increasing yearly, with 137 organizations as of the end of July 2012.

Hundred million yen





Ethical Fashion—Attracting Media Attention

Ethical brands are featured in popular fashion magazines one after another as well as the media including newspapers and TVs. There is a flood of websites and magazines that specialize in ethical fashion.





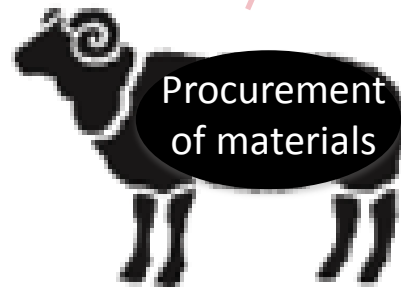
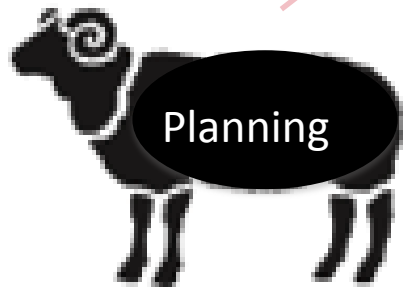
PROCESS

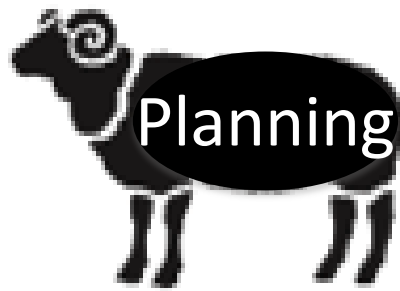
Ethical

HAPPY!

HAPPY!

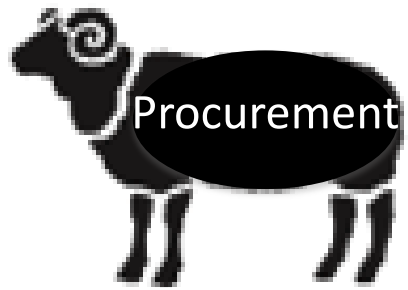
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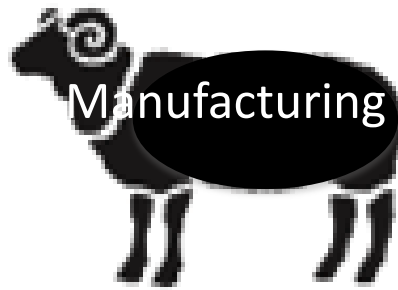
Actively adopt designs using leather scraps effectively





Use by-product leather from meat
Do business only with environmentally-friendly tanneries





Raw skins → **Exporting finishing products**
Established ateliers to create jobs and transfer skills





Sales & marketing strategy aiming for careful use over a long time,
not encouraging mass consumption



Designer

Offer: High **creativity** utilizing the positive quality of Ethiopian leather

Gain: **Experience** in ethical & global *monodzukuri*

A **place** where designers really feel like they are manufacturing good things



Customer

Offer: **Market**

Gain: Obtain a **product** which the customer really thinks is good at the right price

Producer

Offer: **Products** pursuing the essence (material, skill, design, manufacturing process)

Gain: Obtaining of skills, design, and markets = **income**



HAPPY!





Positioning

Competitors are not existing ethical brands but are super brands.

