

How to create  
stable management  
through internet  
membership system  
Obubu Tea Plantation case study



**Kyoto Obubu Tea Plantations LLC**

Konnichiwa!

こんにちは！

Everyone!

みなさん！



# Yasuharu Matsumoto

Vice President of  
Obubu Tea Plantation LLC

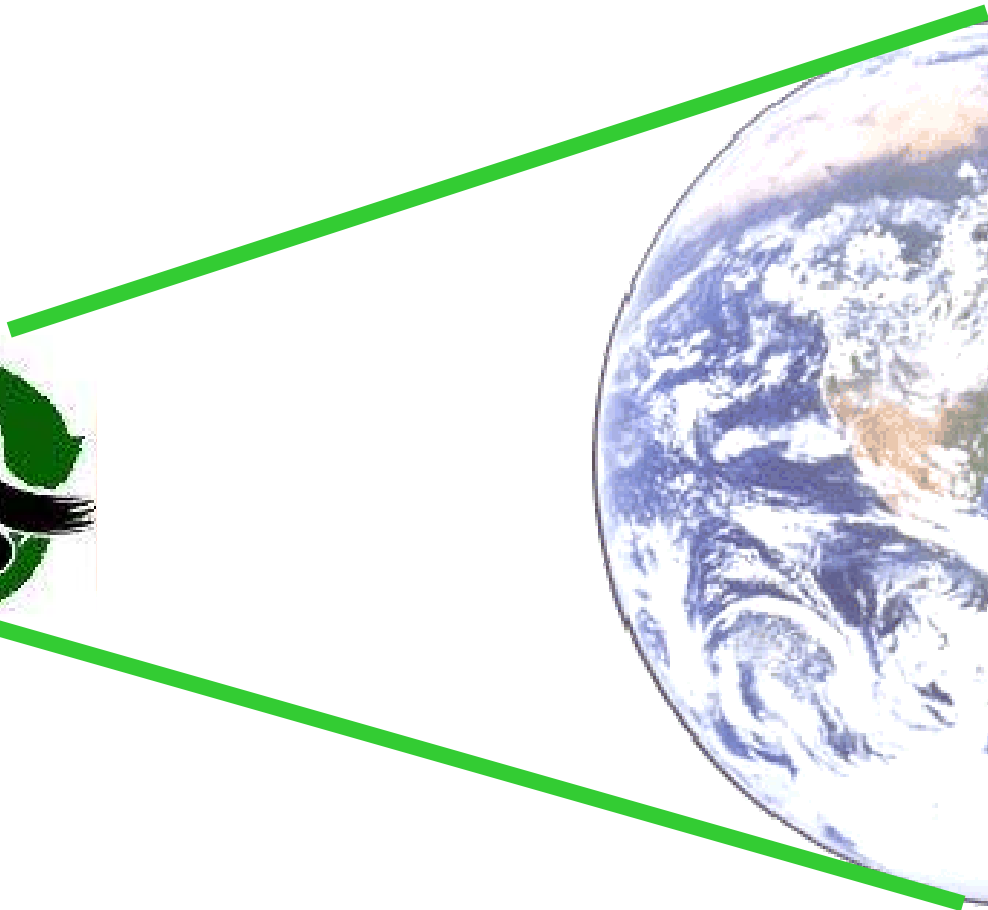
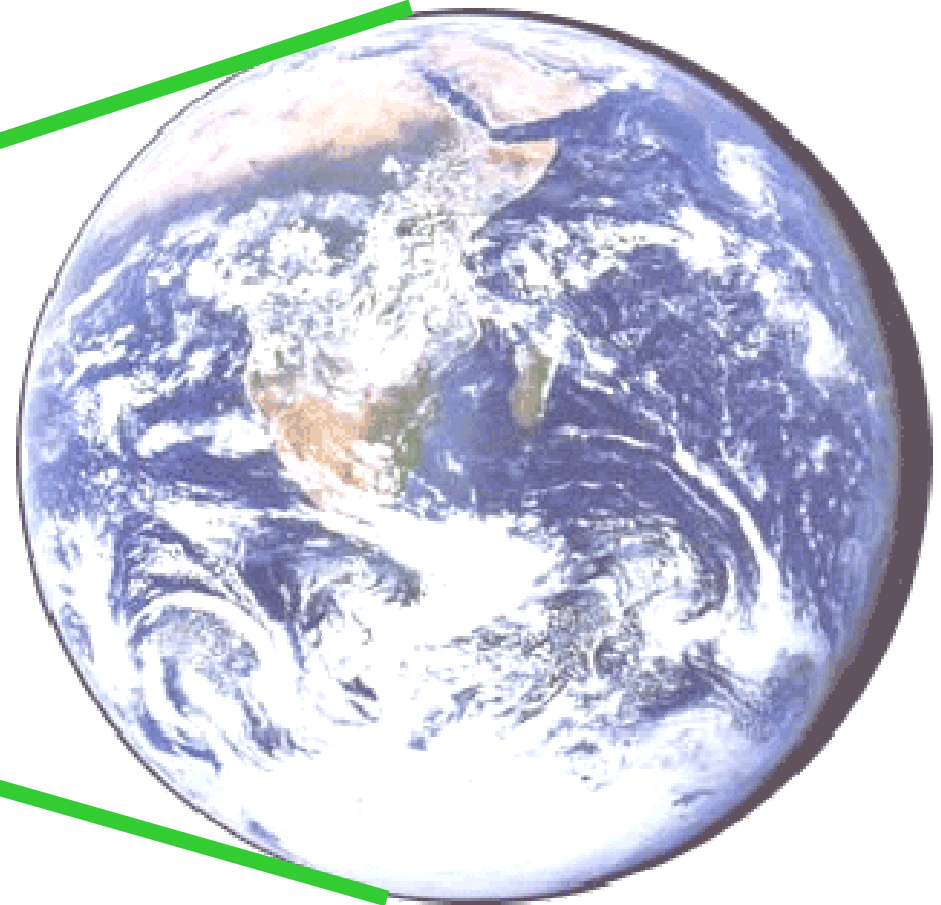
# Agricultural Social Venture



# Why are we here in Hawaii?



**Our Mission: Convey the appeal of tea to the world!**





# World Tea Tour since 2004



Paris



Seattle



Denver



Boulder  
Colorado



San Diego



Columbus  
Ohio

One of our  
*“Tea farm owners”* is  
the Chairman of HIS  
Japanese Travel Agency,

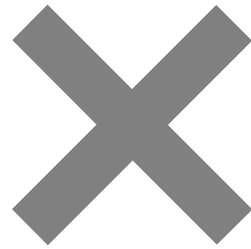




He asked us  
to serve our tea  
at the Honolulu Marathon.



**Honolulu  
Marathon**



We served tea  
at the previous day.



# And ran!

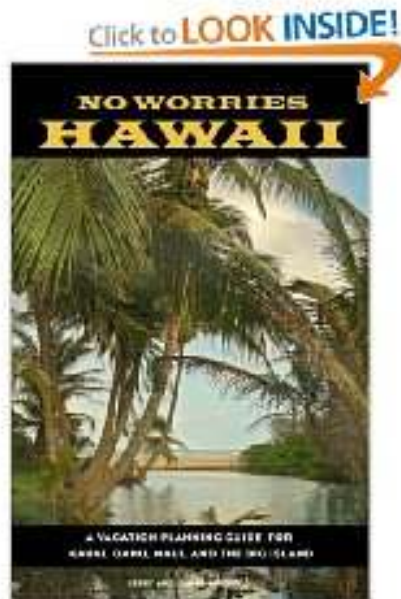


# Our first visit to Hawaii



Obubu met Hawaii!

# We researched Hawaii Before arriving...



...and found  
tea farming  
on the big island!

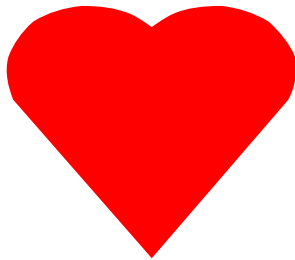




# We were Surprised and Excited!



And thought...  
I wanna meet them!



# So visited:



Eva Lee



Taka Ino



Eliah Halpenny



Ben Descoe



Dr.Hu



# It was amazing!



Tea farm in hawaii!!!!!!

# All you are Pioneers!



In 2000's, they built the foundation  
for Tea Farming in Hawaii.

**You are the New  
American Dream!**





# You will succeed!



# Already selling tea through internet



Hawaii  
grown tea



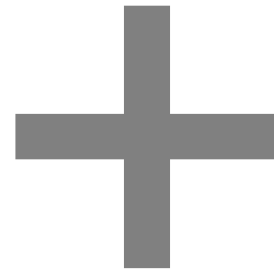
# Already managing Tea farm tours



**If... ..**



# If you add to these, the Story of your Efforts



Story  
of  
Your Tea  
Adventure

People who love Hawaii or Tea  
will want to hear & join  
Your Adventure!





**You will  
increase motivation and  
create stable cash flow!**



+

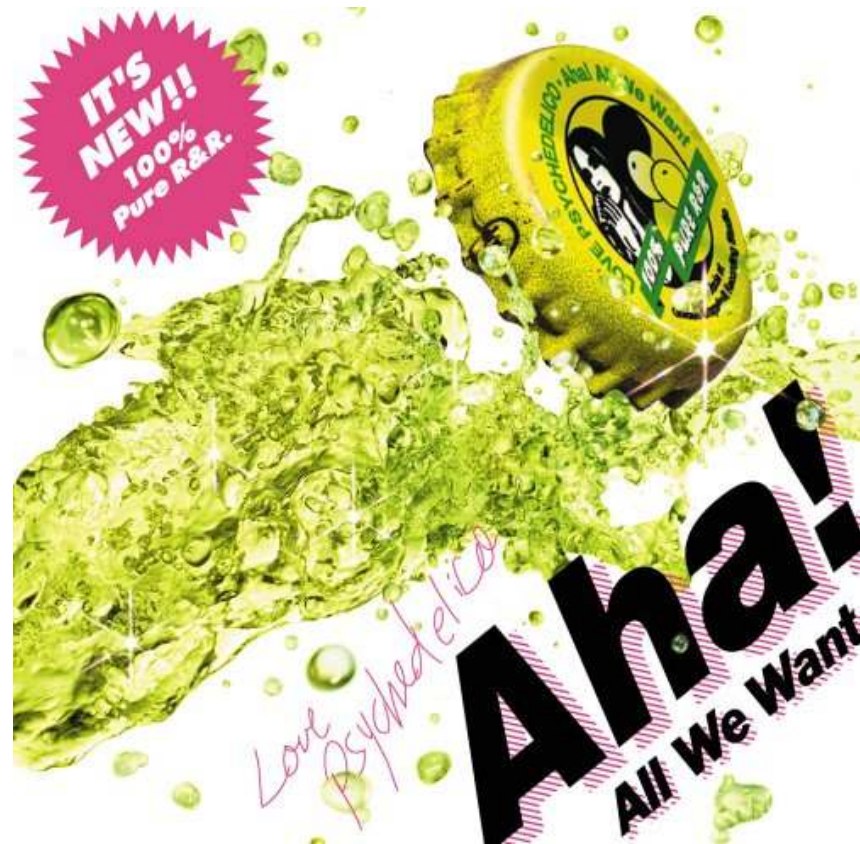


Today

We introduce the work of Obubu:  
*“Tea Farm Ownership”*



We hope this will give you  
**Inspiration!**



# Topic

- Our motivations
- About Obubu
- What is “*Tea Farm Ownership*”?
- How Create “Hawaii grown Tea” with customer?
- Aside

# Our motivations

Because

our company is currently very small with few members, we don't have the resources to start a tea farm in Hawaii ourselves.

But

we were inspired by you, the pioneers of "Hawaii grown tea". So we want to collaborate with you in some way....

It would be an honor for us to support you in your historic efforts.



# About Obubu

What is “*obubu*”?



“*Obubu*” means Tea  
in the Kyoto dialect.

# What is Obubu?

## An

# Agricultural

# Social Venture

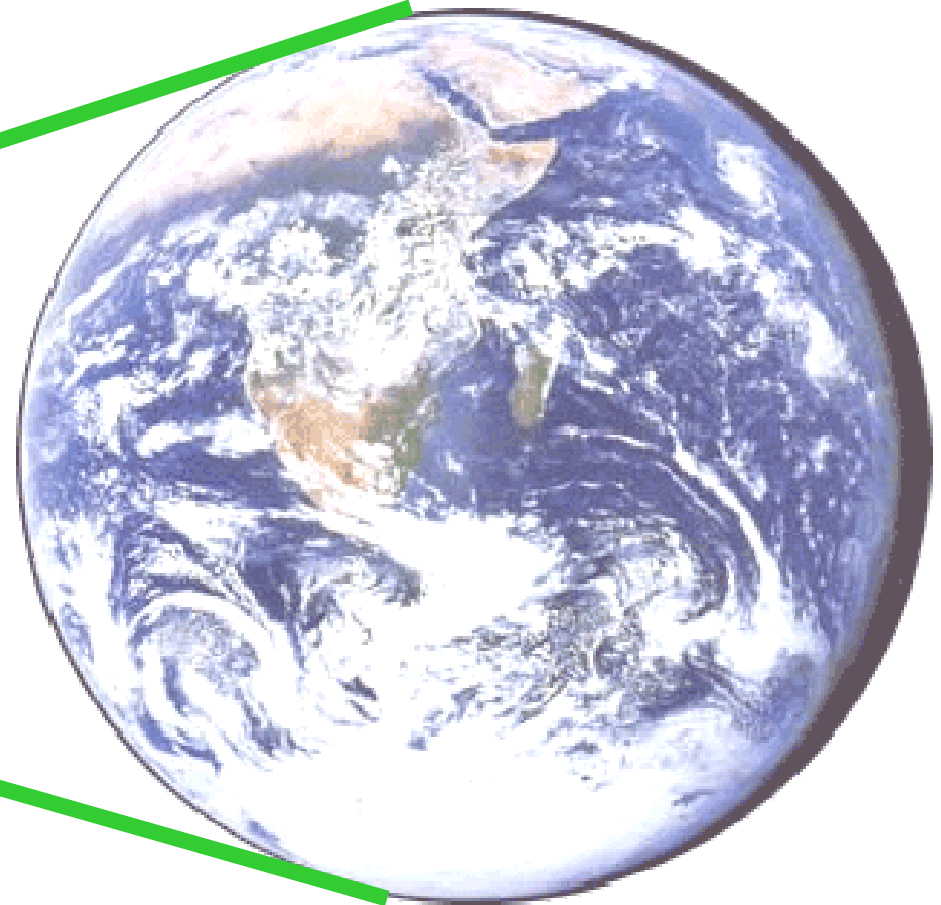


Obubu

Mission



Our Mission: Convey the appeal of tea to the world!



# And our other mission: Making Agriculture Fun!



# Obubu Works



# 1. Tea Farming



4.1ac of tea field

# 2. Tea processing



6000 kg of Tea leaves  
(12000lb)



# 3. Direct-sales



Through Internet in Japan  
Shipping available to 116 countries  
(Actual shipments: 21 countries )

# 4. Tea Instruction





# 5. Tea Farming Tour



Picking &  
proccessing



Planting

# 6. Managing “*Tea farm ownership*”



Own 1 tsubo tea farm for 50yen a day.



# 7. Promoting and creating new tea culture

**Now!**



# Obubu Staff

# Obubu Staff

Sales  
Planning



Farm  
Process



Shipping  
Support



3 Members



# President & Farmer Akihiro Kita

(Akky)

Inspired by a single cup of tea 15 years ago in Wazuka, Kyoto, Akky left college and jumped into the world of tea farming.

After 10 years of studying the agriculture of tea, he started Obubu in March, 2004.

Born 1975.



# Shipping & Customer Support Kayo Takeuchi

Inspired by the tea farms of Wazuka, Kayo moved her family to the town. She joined Obubu 3 years ago as operational staff. Mother of two.





## Vice-President & Promoting, and stuff Yasuharu Matsumoto

Inspired by the passion Wazuka's tea farmers had for tea, he left his white collar job in Tokyo 6 years ago, and has been part of Obubu since its establishment.



Obubu

Supporter



# Overseas Marketing Ian Chun

Born in Hawaii and a graduate of Brown Univ., Ian has lived in Japan for 9 years and currently lives in New York. Inspired by Matsumoto-san's passion for tea, he is starting a marketing company to jumpstart Obubu's overseas activity.

Obubu

Place

# Wazuka, Kyoto



**Wazuka**  
Southernmost  
part of Kyoto.  
Next to Nara.

Map of Kyoto

# Kyoto, Japan





about  
Wazuka-cha

The tea name is

Wazuka-cha.



One of the Highest  
Quality of Uji-cha.

**Wazuka-cha** is  
The Best Sencha  
for Tea sellers  
In Japan.  
2007, 2008, 2009





1 kilogram  
100,000 yen.  
(about 2.21b = \$950)

This wholesale price  
is the highest in Japan.



# Why Wazuka-cha Desirable?



# Climate & Soil Suitable for Tea farming

-both warm and cold every day  
& throughout the year

-mist

-soil



# 800-year-old Tradition of Tea farming



Eisai-zenshi

(Monk)

He brought tea seeds  
from China to Japan  
800 years ago.

# The Passion for Tea Farming continues today





Therefore  
The Best Rated  
Tea in Japan

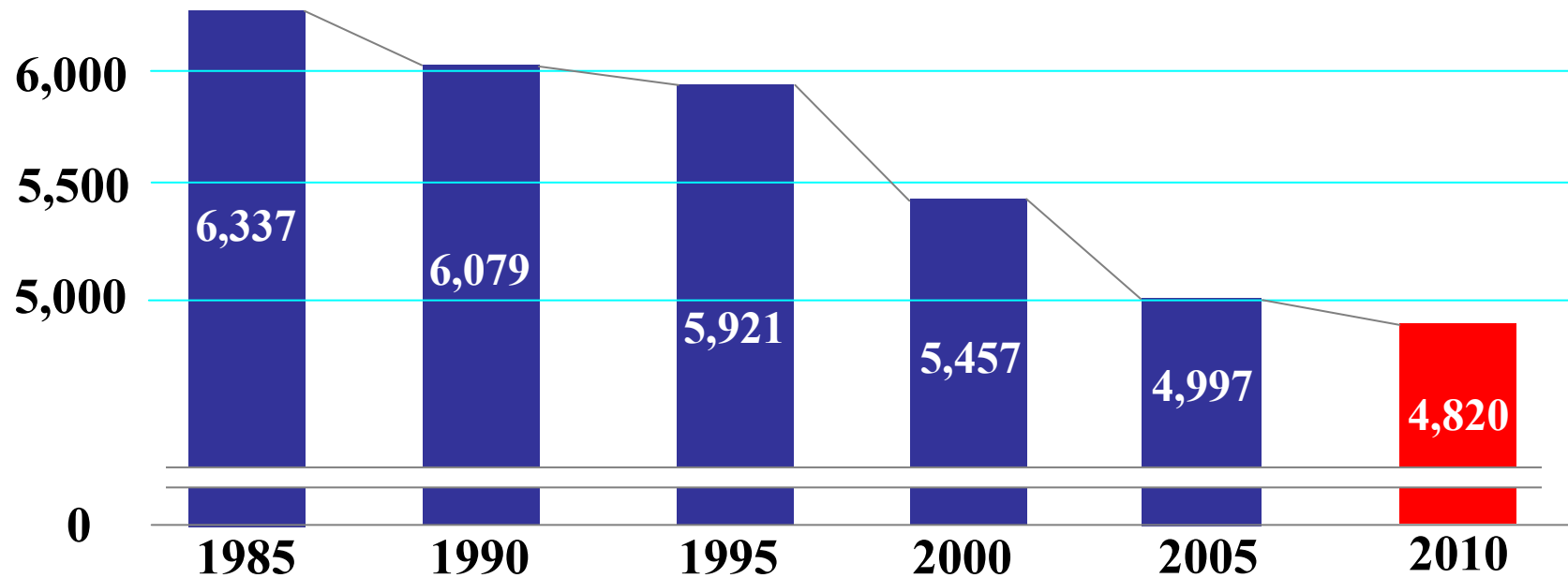


# About Wazuka Town

# Population of about 5,000.

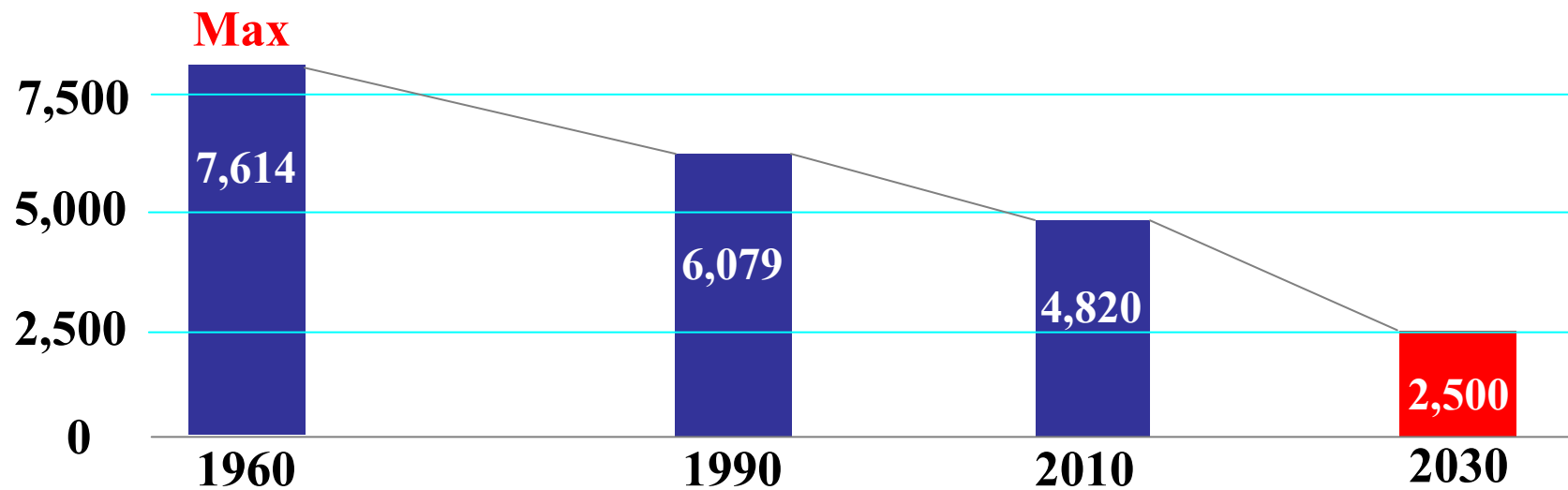


# Decreasing by 100 people every year.





# Population of 2,500 in 2030 projected.



Wazuka is a town with  
an aging and declining  
population.



# The current situation of farming villages in Japan



Wazuka industry  
is almost only tea.





Wazuka government  
promotes  
Tea industry  
all over the town.



People involved with Tea  
in Wazuka,  
including Mayor,  
are interested in  
Hawaii grown tea.



Obubu

Track Record

# 1. Customers

Customers have purchased over 10,000 times,  
and we have over 40,000 eNewsletter subscribers





# 2. Mass Media

## National broadcast and newspapers featured us

Paper



TV



Radio





# 3. Awards



- 2006 Grand Prize at website awards in Kyoto.
- 2007 Grand Prize at Online-shopping Awards
- 2008 Special Prize at Best E-commerce Awards
- 2009 Finalist in DG Business plan contest  
Fourth place in Tea tasting skill contest

# 4. Adoption



Our project was adopted  
as subsidized project  
by Kyoto Pref. in 2008.

What is  
Tea Farm  
*Ownership?*

*Tea Farm Ownership*

# Contents

# How much pay? What “own”?



Own 1 tsubo tea farm for 50 yen a day.





# Owner Payment



50 yen(\$0.50) a day

Owner pays 1,500yen(\$15)  
every month.

Annual Total 18,000(\$180) yen

# Owner Receives



Custom package



Community



Status



Tea 6 times/yr



Special gifts

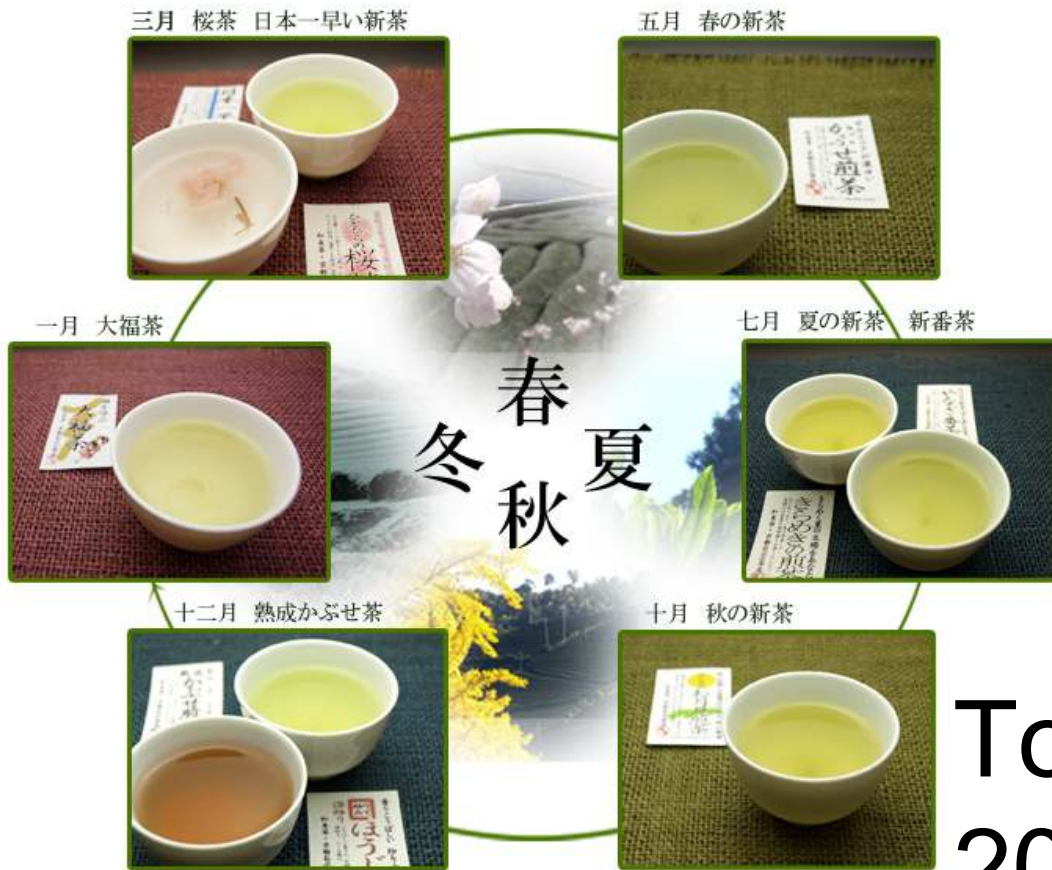


VIP benefits



Planting

# 1 ■ Receiving Tea leaves delivered 6 times a Year



## Tea leaves

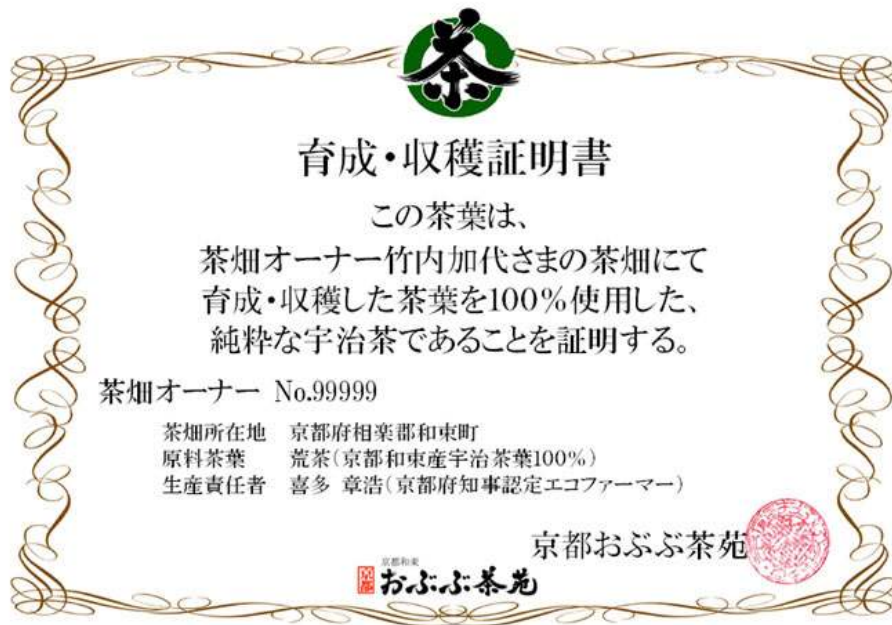
Total 1.2 kilogram  
200 grams, 6 times

# 2. Owner's Name posted in the Tea Field





# 3. Gift with Certification of Harvest in owner's tea farm



## Certification



# 4. Custom Tea Labels



# 5 VIP service when visiting tea farm

Tea Tasting



guide



courtesy of  
experiences



# 6 . Planting in the Earth



Tea Tree Planting

# 7. Pride as a Tea Farm “Owner”.



I'm owner!



Products to take pride in:

# 1. Individual Tea package.



Not For Sale



Products to take pride in

## 2. Cool Certification of *Tea Farm Owner*



Not For Sale

# 8. “Owners” Only on Internet Community



# SNS

Social Networking Service

# 9. Social Benefit

- Protecting Agriculture
- Spreading Tea culture around The World



*Tea Farm Ownership*

Feature

# 1. Minimum unit is 1 tsubo



- No limited per a person
- Group and Company can *own*
- *Own* from overseas : 80 yen a day



## 2. *Own* only tea trees not land



- Own* only tea trees on 1 tsubo.  
(There are 12 – 13 trees on 1 tsubo.)
- The *owned* area is unspecified.  
(same as unit ownership” of apartments)
- Entrust farming and processing.

# 3. Easy

Entry, Continuation, Cancellation



- The system is based on monthly not annual subscription.
- People can enter and cancel anytime.
- Payment is only subscription on credit card or bank direct transfer.

*Tea Farm Ownership*

Point of management

0. Do not sell tea,  
Get to join  
the story and concept!



In 2000's, they built the foundation  
for Tea Farming in Hawaii.

# 1. Love “owners” as your good friends.



“Owners” are not customers.  
They are companies!



2. Introduce automatic subscription system.  
(Credit card, Bank account)



One-off -----



Continuation--



Make easy to  
Continuation

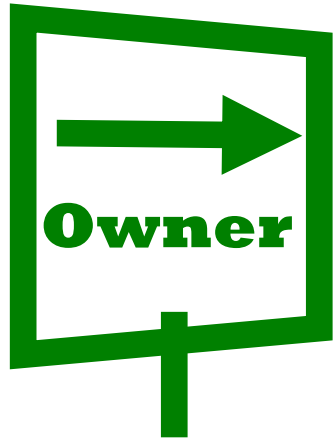
3. Amount per payment is a small sum.  
(Reference to insurance & donation)

Interested in  
Obubu

Want to  
Join our concept

Want to  
buy tea

4. The subscription period has no expiration.  
Cancellation is OK at anytime.



Don't recommend  
annual payment.  
Because we cultivate  
Tea every year.

# 5. Disclose all services.

## Concept



Custom package



Community



Status



Tea 6 times/yr



Special gifts



VIP benefits



Planting

Customers can imagine story & future.

# 6. Disclose information and concept through the internet.



Make the scene alive!



# 7. Emphasize printing.



Printing makes  
reliance & your brand.

# 8. Make good Tea!



The most important!

*Tea Farm Ownership*

Benefit of Farm

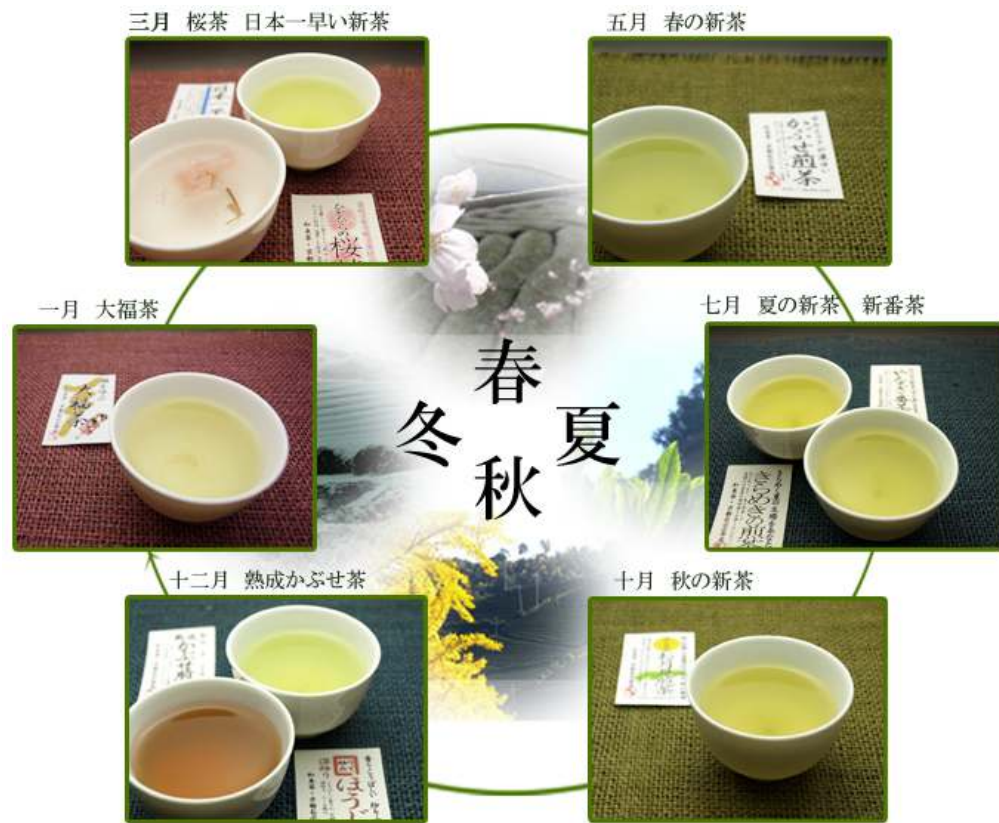
# 1. Memorable owner's face and name.



One to one & Face to face  
marketing



## 2. Each operations are regular and intensive you can shorten preparation time.



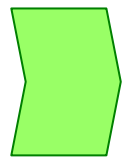
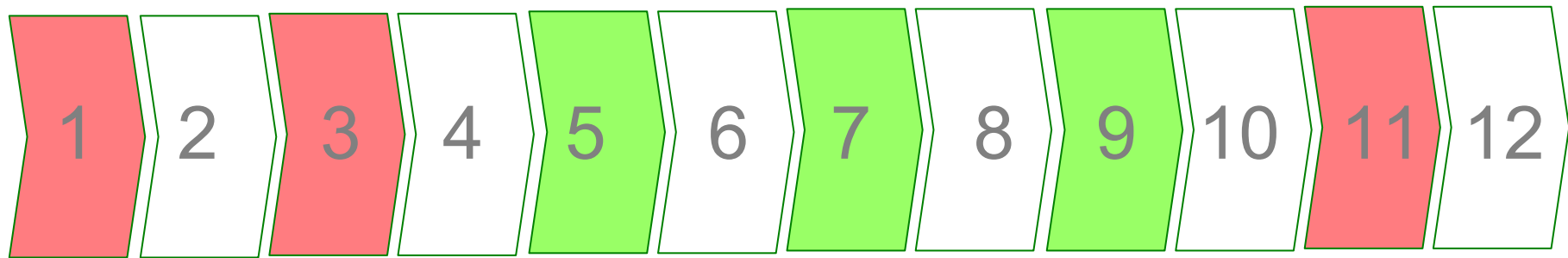
We send our  
tea to *owners* at  
Jan. Mar.  
May. Jul.  
Sep. Nov.  
per a year.

Therefore you can offer  
enhanced service with few staff.

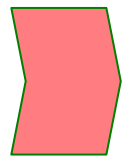


# 3. Obtain steady cash flow.

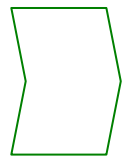
Calendar



: harvest & shipping & incoming



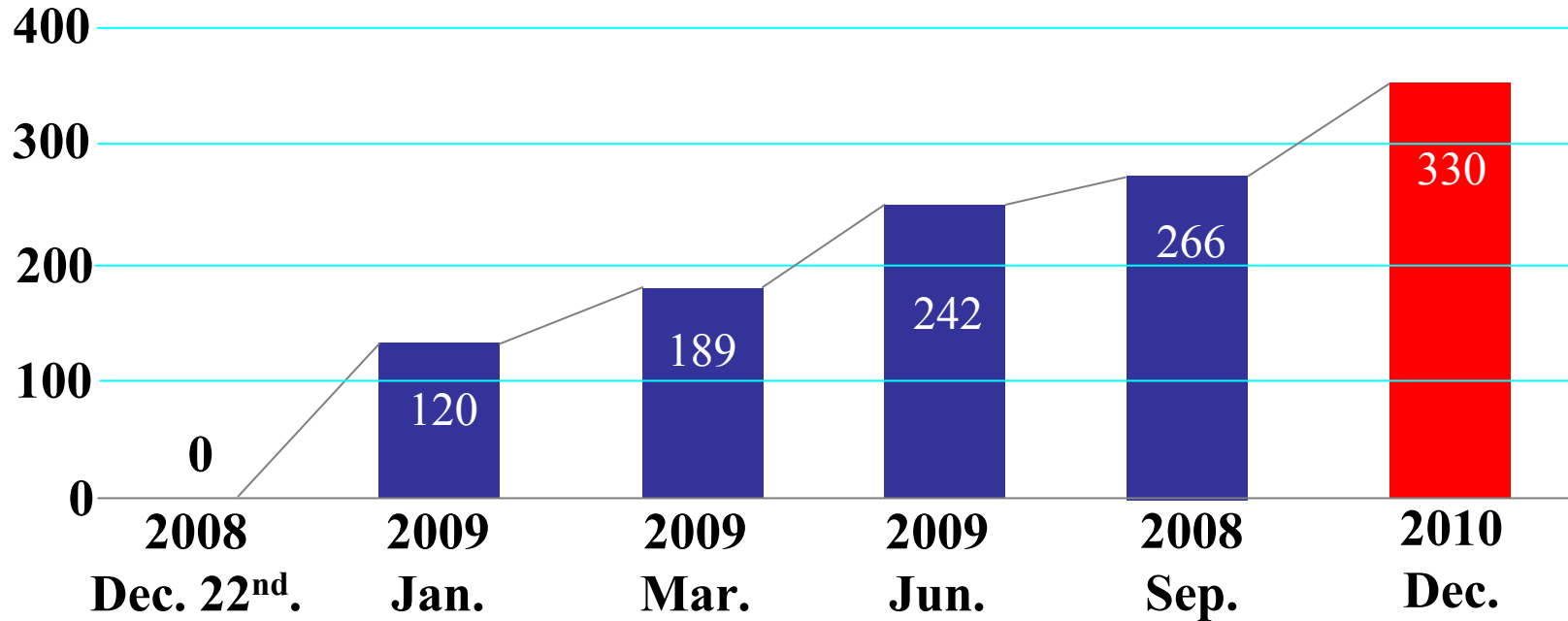
: shipping & incoming



: incoming

Steady cash flow outside harvest season.

# Number of *Tea farm owners*

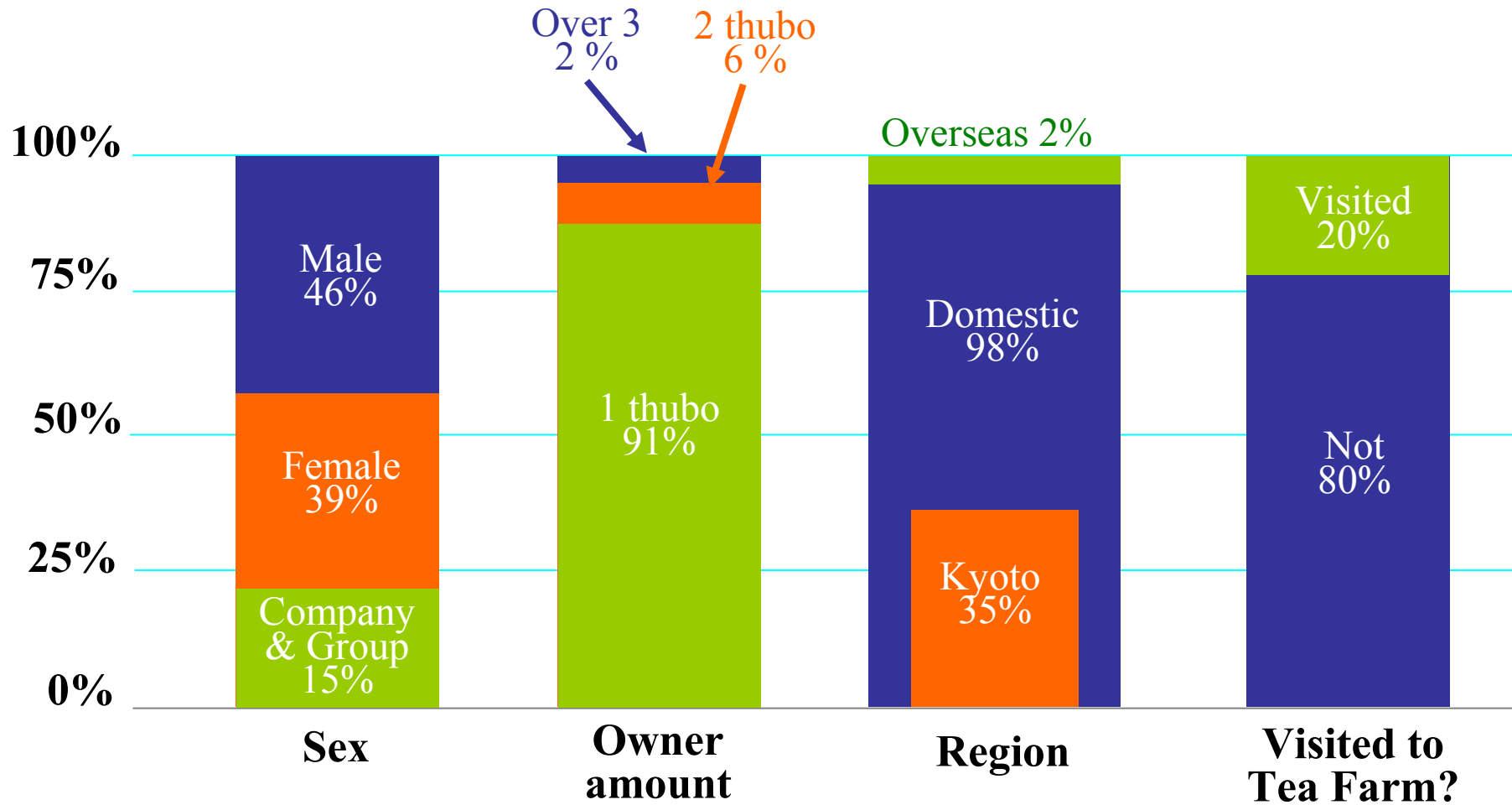


Current Subscribers: 330

Total contractants: 350

Un-Subscribers: 20

# Attributes of owners



*Fin*

*Questions*

How to Create  
“Hawaii grown tea” brand  
with consumers?



# Questions

1.

Who is consumers?

2.

What is  
your strength?

3.

What is  
your concept?

4.

What is  
customer's pleasure?



5.

Whose support  
does get?

6.

What does  
supporter receive?

7.

How much request  
for your customers?

8.

How many times  
send your tea?