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Kindai University Students Work on Market Development of “Gokiburi Hoi Hoi” (Cockroach Catcher) in Vietnam.

1. Highlights of this Article

- Kindai University and Teikyo University jointly held an overseas internship program in Ho Chi Minh City, Vietnam
- Students cooperated with local students in Vietnam, working on a project to develop new markets and increase market share for “Gokiburi Hoi Hoi”.
- After returning to Japan, the students will present marketing strategy proposals directly to the CEO of Earth Cooperation, Mr. Katsunori Kawabata.

2. Details of this Article

In 2018, Kindai University and Teikyo University agreed to cooperate on a joint career education program, and have since been operating an internship program together in Vietnam.

This year, 13 students from Kindai University and 12 students from Teikyo University, for a total of 25 students, participated in the program and worked on a project to develop new markets and increase market share in Vietnam for Gokiburi Hoi Hoi, a best-selling product from Earth Corporation.

Six groups were formed from a mix of Kindai University and Teikyo University students, who worked in cooperation with local students from Ho Chi Minh City University of Technology and Education (HCMUTE) on planning marketing strategies based on what they learned from surveys and visits to marketplaces.

After returning to Japan, students will hold a joint post-training session at Kindai University, and present a proposal of their marketing strategies to the CEO of Earth Corporation Mr. Katsunori Kawabata.

3. Overview of the Post-training Session

Date: September 10th (Tuesday) 14:00-15:30

Location: Kindai University East Osaka Campus Building No. 3, 3rd Floor, Room 301

Attendees:

13 students from Kindai University,

12 students from Teikyo University (1st – 3rd year)

Mr. Katsunori Kawabata CEO of Earth Corporation.

Content: Each project group will give a presentation of their marketing

strategy proposal for "Gokiburi Hoi Hoi" in Vietnam to the CEO of Earth Corporation, Mr. Katsunori Kawabata.

4. Schedule of Overseas Internship

-Aug. 26th (Day one)

Orientation, Review of the Goals of the Project / Visit to Ben Thanh Market

-Aug. 27th (Day two)

Visit Earth Corporation Vietnam (Seminar, Review of issues and exchange of information) / Attend networking ceremony at Ho Chi Minh City University of Technology and Education / Planning and Meetings

-Aug. 28th (Day three)

Visit AEON Office: Corporate strategies within the ASEAN area, attend seminar on the state of global human resources, learn about daily products (product line up and investigation into competitive pricing) / Further research and preparation of marketing plans / Research and marketing in groups (Aeon Mall)

-Aug. 29th (Day four)

Research and marketing in groups (At HCM University of Technology and Education / Local students' residences)

-Aug. 30th (Day five)

Interim report (report of research results, revisions)

-Aug. 31th (Day six)

Work again on marketing and research in groups (visits to park within city, Vincom Center, Bitexco, and Nguyen Hue Street) / Group work on reports and presentations / Individual visits to supermarkets, etc.

-Sep. 1st (Day seven)

Career forum: Networking with young businessman active in Vietnam /
Reflection on course / Completion ceremony

-Sep. 2nd (Day eight)

Return to Japan

-Sep. 10th (After returning to Japan)

Post-course training (presentation of marketing strategy proposals to CEO of
Earth Corporation, Mr. Katsunori Kawabata)

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