

Life in Fukuoka

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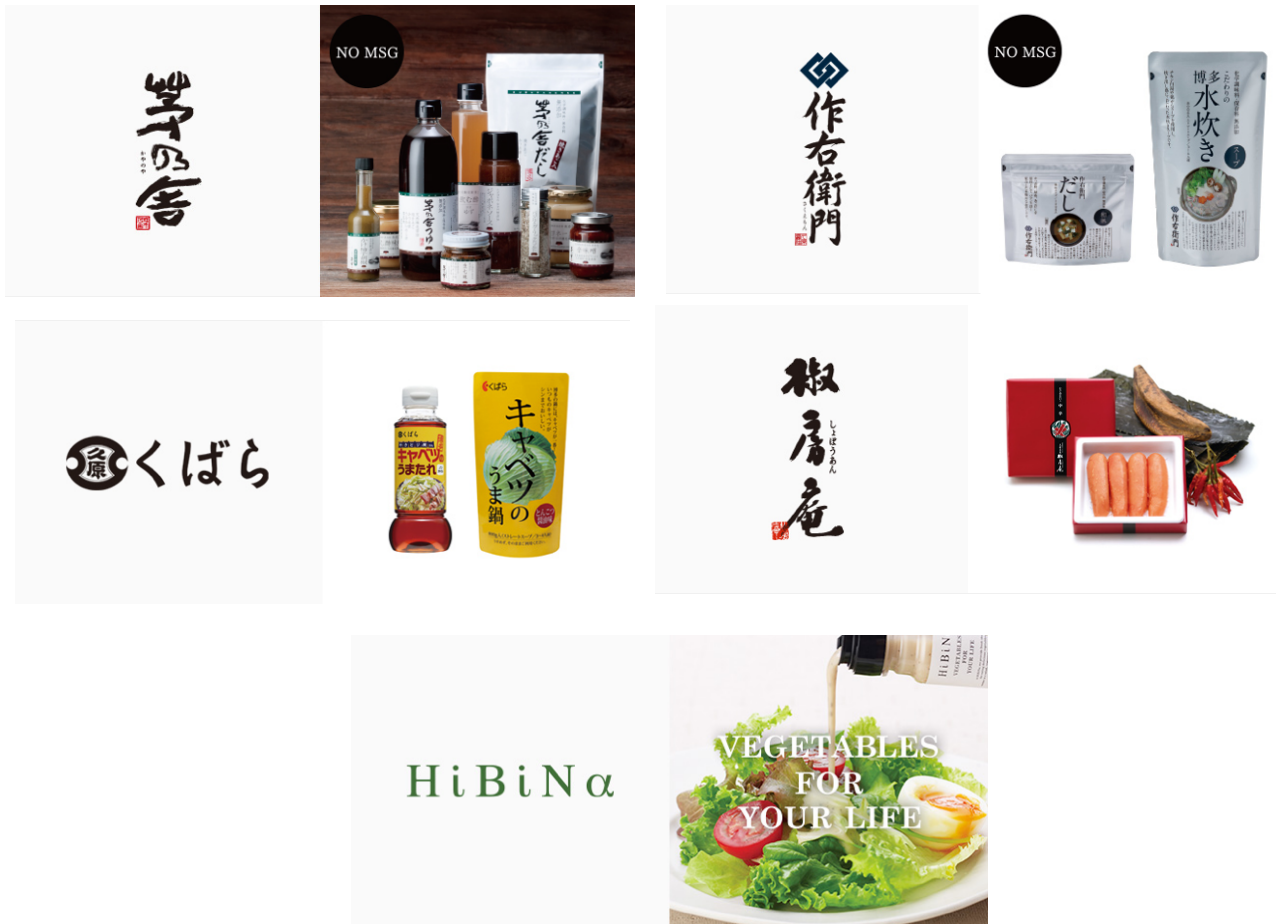


Today I went to Kubara Honke's office where is in Tenjin area. I went there with some members of Kubara Honke project whose name are Michika, Koyo and Ayaka. When we arrived, we were welcomed well from Mr.Yoshitaka Shibata who is a Deputy Director of Sales and Communications Department. He opened Corporate Introduction Video which explains thier business, line of products, restaurant of Kubara Honke Group.

After that, Mr.Yoshitaka told us about the profile of Kubara Honke Group. The Group is made up of five companies which are

1. Kubara Honke Group Head Office which conducts business management and operations for the Group as a whole.
2. Kubara Honke Shokuhin which manufactures food products

3. Kubara Honke which handles the retail shops and mail order business.
4. Kubara Shoyu which handles sales to supermarkets and OEM sales and marketing
5. Biden which is their agricultural production corporation.



And the Group have five production brands are

1. Kayanoya which sell a series of dashi soup stocks, shoyu, tare sauces, sauce-type seasonings and etc.
2. Sakumon which sell a series of vegetable stew flavoring, ponzu vinegar, rice dish flavorings and so on.

3. Kubara which sell a series of sauces with a reasonable prices.
4. Shoba-an which sell Hakata Karashi-mentaiko (salted cod roe seasoned with red pepper).
5. HiBiNa (Japanese meaning is "best time in everyday") which sell a variety of seasonings.

All of the brands have a variety of different marketing channels which are retail shops under the direct operation of companies, retail shop located in department stores, wholesale for distribution to supermarkets and other such outlets, restaurant business, mail order sales and internet business.



Mr. Yoshitaka told us about internet business of Kubara Honke Group which have a online shopping website (www.k-shop.co.jp). This marketing channels help the Group know and understand about their customers such as who they are, what they buy, when they buy, what they need, what they think about products and etc. All of that bring many added benefits to certain the Group which make decision and take the necessary steps towards reaching the Group ultimate goals.

Moreover, Mr.Yoshitaka told us about a future plans of the Group. He told that The Group is planning to expand thier marketing into overseas markets which are USA and Taiwan. In USA, the Group are planning to open their head office in New York and doing their Internet business which is still in the process to create thier website. In Taiwan, the Group are planning to export the series of dashi soup stocks into Taiwan Markets. And if it have a good responses from Taiwanese, the Group will plan to export other lines of their products.