



## Ondori Anime's Executive Summary



### Problem

Japanese animation or Anime fans in America, are extremely passionate. They go to conventions, and often spend hundreds of dollars on action figures and stuffed animals. But one thing they cannot always do, is support the shows they like the most. The main hope of anime fans is that a show will get an additional season. For that to happen the original season must get immense amount of financial support from its fans. In America, merchandise is the way most fans support anime, but due to a lack of space with retailers and a difficult licensing system, it has made 90% of anime merchandise inaccessible. Therefore, the fans cannot support the vast majority of shows that many of them enjoy.

### Solution

Ondori's solution to this is to open pop-up stores in and around anime conventions, which specialize in selling shows and merchandise not offered by the American licensors. Ondori uses pop-up shops because it can offer more selection to our guest with a larger space. Ondori has also established a relationship with the two largest Japanese merchandisers, to bring more shows to our stores. Pop up stores allow the flexibility to adapt to the company's clientele and use information, to increase the customer experience and profits year after year. Lastly the pop-up store model allows convenience for our guests, since we could build near any convention center which would normally be too expensive for a conventional anime store.

### Market

The anime market in North America is large but a little complex. The anime market in North America is estimated to be worth 2.7 billion dollars in 2014 and continues to grow. The customers that Ondori is targeting is young professionals, who are anime fans that are college educated with a yearly budget for anime. They generally allocate a budget of \$200-\$500 towards anime and anime merchandise a year. The only crux with this market is that the customers, are very spread out across the country. But there are certain times when all the fans come together, which is when an anime convention comes around. This is why a Pop up store concept works, since the market is so skewed during a short period of time.

### Competition

There are multiple competitors in the space of anime, but none of them can offer the variety that Ondori can. The first is permanent stores, which have to focus on the store's full year operation, meaning they cannot afford the rent to get a larger space. Therefore, they can only fit the most popular titles due to the lack of space. The vendors at the convention are also limited to space, due to the high rent and the restriction of space at the convention. Therefore, these vendors not only can't fit many niche titles, but also have to charge far more than market value for the merchandise. The last options are online retailers like Right Stuf and Amazon. Both of which only offer the limited amount of merchandise licensed in the United States, and they also have sold fakes in the past which has caused mistrust amongst consumers.