

# Reasonable and Wide range of Stationery

Nakatoshi Trading Co.,Ltd.  
Katsuyoshi Horikoshi

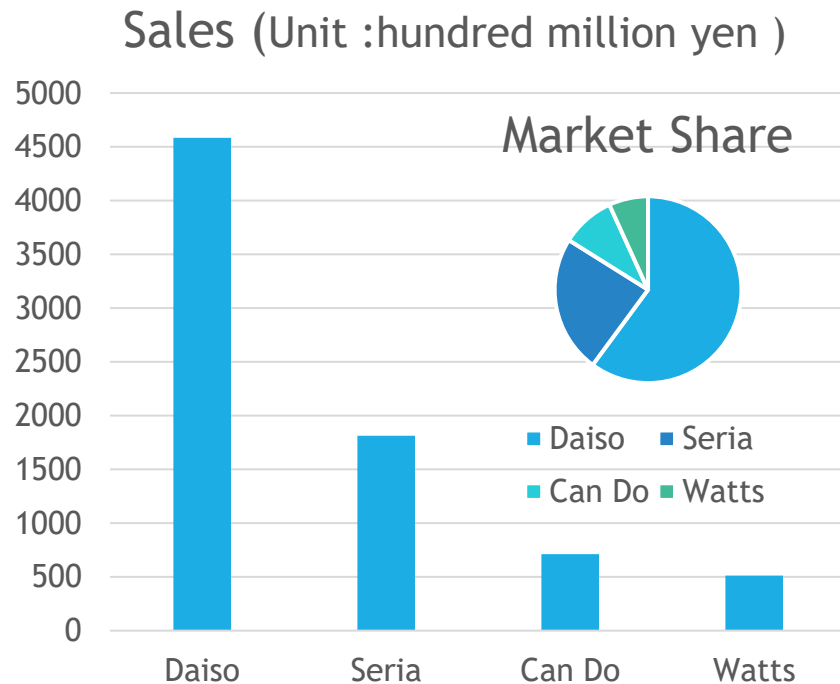


# Profile

- ▶ Name : Nakatoshi Trading Co., Ltd.
- ▶ Foundation : 1951
- ▶ Business : Stationery Planning • Import • Sale
- ▶ Sales : 900 million yen
- ▶ Employees : 12
- ▶ Office : Tokyo • Osaka
- ▶ Clients : Seria • Can Do • Dasio etc.
- ▶ Factory : China / Ningbo
- ▶ HP : <https://www.nakatoshi.jp/english/>

# 100 Yen Shop industry chart

No.1 ~ 4 position in the 100 yen shop industry sale ranking and market share



The graph and figure to the left shows that position in the 100 yen shop industry in Japan.

We have every account of them which is No.1 ~ 4 position and get purchase order every day.

# Product · Service Overview

Writing Instrument



Pencil - related



Ruler / Tape Measure



ID Card Holder



Glue / Tape



Decoration Tape



Stamp

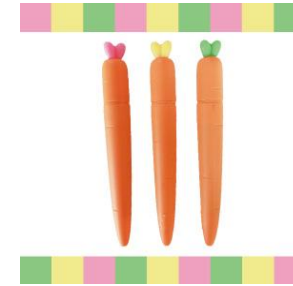


Shrink Plastic Sheet



# Product • Service Features

Dealing with wide range of products



Now on sale at major 100 yen shop chains in Japan

# Feedbacks from Clients

## Voices from clients

- ▶ Providing products regularly
- ▶ Simple and Variety
- ▶ **Inexpensive cost**
- ▶ Product matching the trend
- ▶ Great following up
- ▶ Less defective products

## Letter of Appreciation





# Detail of feedbacks from clients



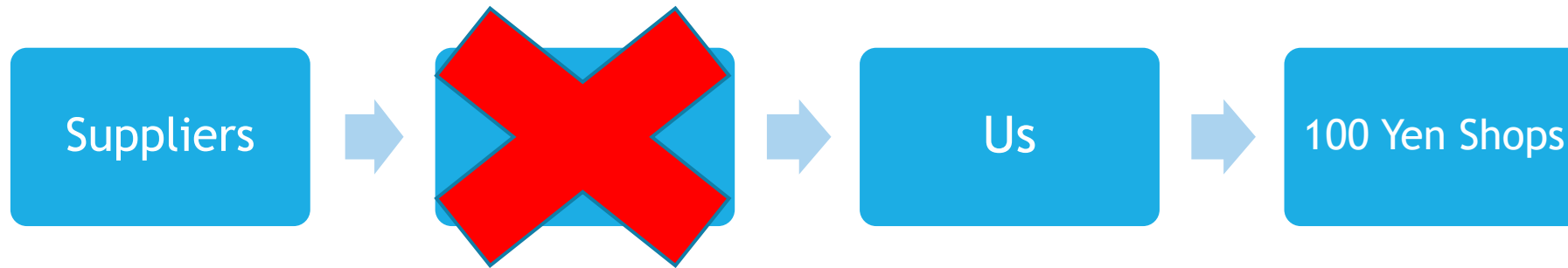
Voice from Clients	Detail
Providing products regularly	Every 2~ 3 months
Simple and Variety	Dealing with over 200 SKU
Inexpensive cost	Cost range : \$0.35 ~ \$0.70
Product matching the trend	From cute to modern
Great following up	Handing on the same day
Less defective products	Defective product rate : 0.02%

# Cost compared with competitors

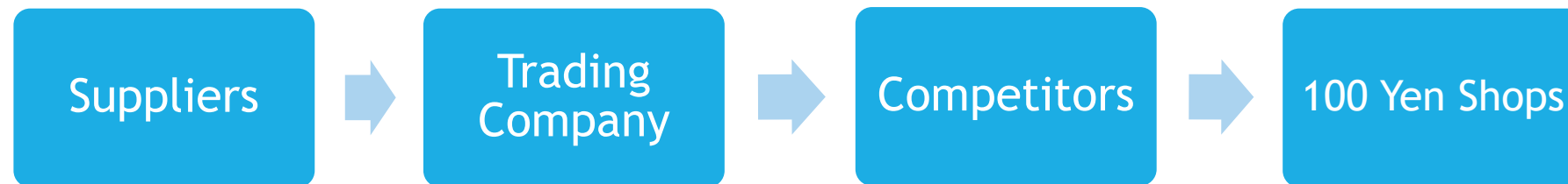


Make inexpensive cost possible without using Trading Company

「Nakatoshi」



「Competitors」



Importing directly by Unit of Full Container, which means that competitive price is able to be offered to our customers

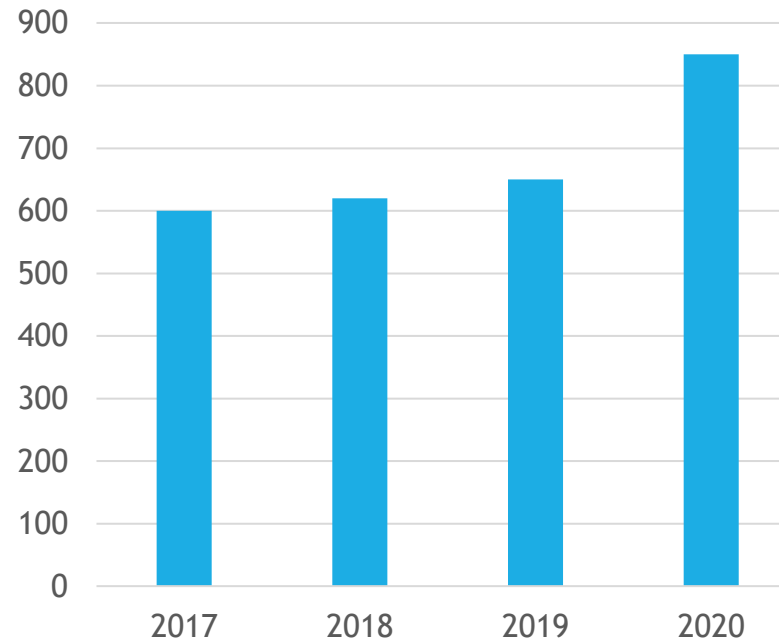


# Sales Transition in the past four years

Sales has been increasing along with new products !!



Sales (Unit : million yen)

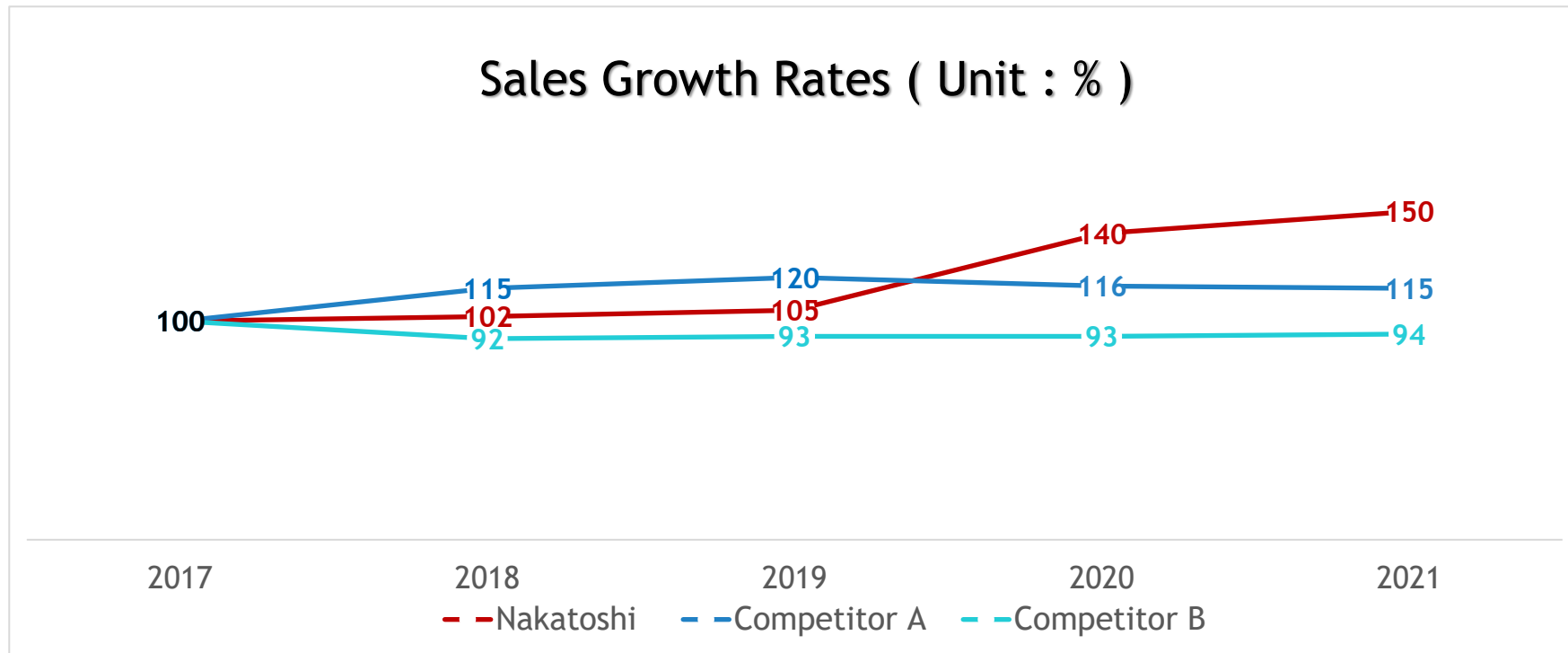


Once approximately 2 months, we are creating new products and the new products will be about 30 ~ 40 SKU per year

# Sales Growth Rates



Sales tend to be increasing and prospect high record this year.

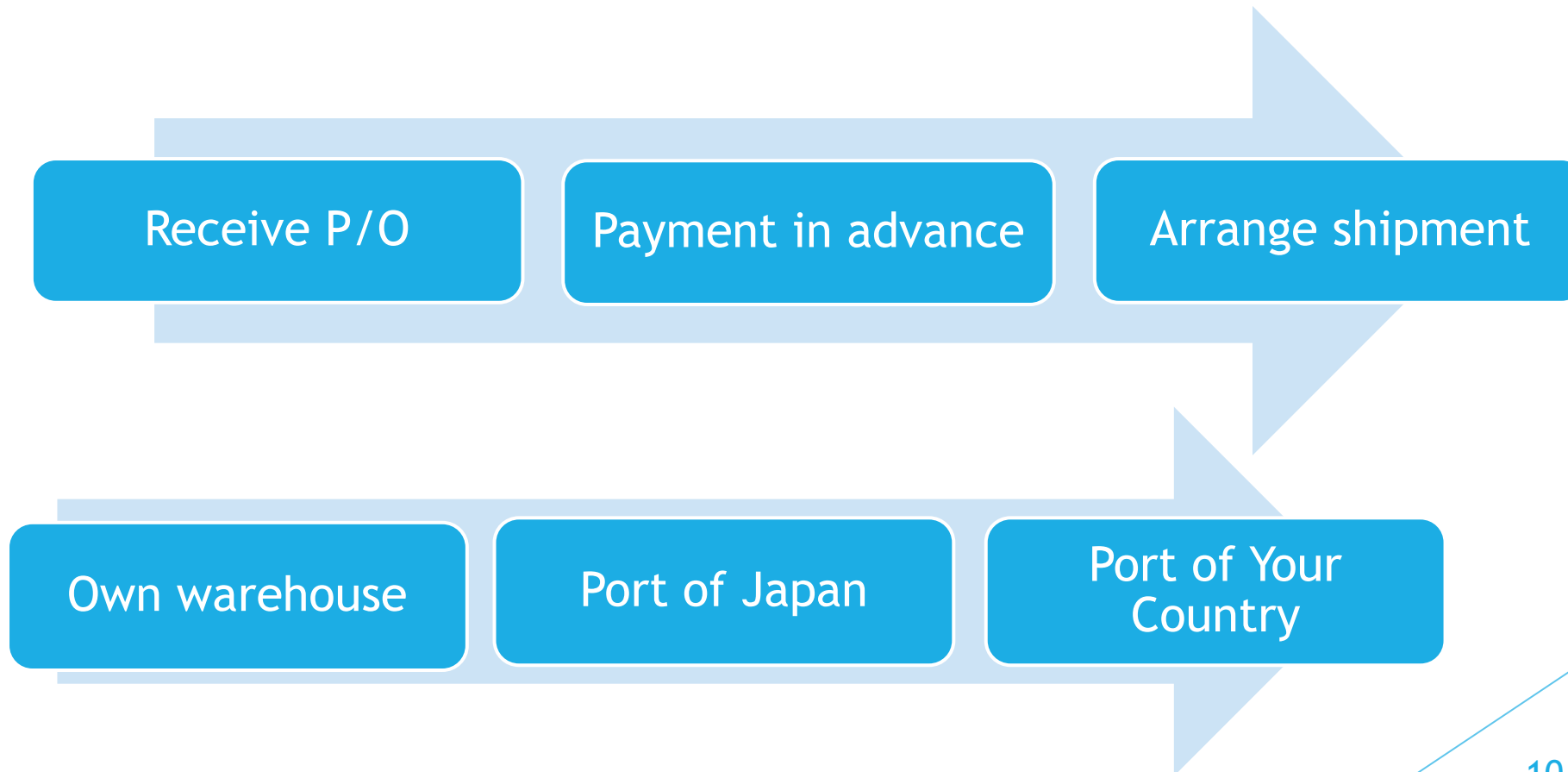


Under influence of Covic-19, the sale of our competitors has slowed down but our sale has been maintained to be momentum.



# How to start business

Flow from receiving P/O to ship products to your country



# Terms and Conditions



Normal MOQ : From Case Unit

Leadtime :

Approximately 1 month from shipping out  
our warehouse to be arrived at your port

Tripartite Trade :

Available from Full Container (from 20FT )

# Contribute to make you satisfied with our items

Basic concept: Goods of your own choice, devise & combination ideas for your happy hours.

## Key Point

### Various design

We dedicate to plan & design our goods in various themes...



Star pillow box



## Key Point

### High cost - performance

Our main channel is 100 yen shop



## Key Point

### Feeling of exciting expectation

Basically, our designs are colorful & positive. You can cheer you & everybody you love, every time, everywhere...

