

Innovating ASEAN



COMPANY PROPOSAL



GLOCALIZER wants to provide their customers with Dreams, Hope, Possibility

Blowing a new wind through the world, pushing forward with business development, and always challenging itself to new things, Glocal embodies the idea of Local = understanding the local flavors and characteristics, and Global = involving the entire world. Lizer (Adviser, Organizer, Laser) embodies the idea of speedily proposing support of customers who, with an overflowing youthful power, are considering an overseas expansion.

Centering around international market research with achievement based compensation, we commit ourselves to the boosting of local enterprises, and the creating of opportunities for overseas expansion for Japanese businesses. For this, quickly knowing the local market and localizing is necessary, so we broaden overseas expansion to outside of just the Philippines, with a focus on ASEAN. Without forgetting the pride of being Japanese, we aim to be a business that boosts developing countries and that conveys the magnificence of Japan to the world.





Greeting

Our company is a business that expands web promotion with one step through market research, with a focus on "market research with achievement based compensation". We are making a company that shakes things up in Japan from overseas, that makes full use of the three sacred treasures of "twenties", "overseas", and "independence", and that boosts Japanese businesses. To not disappoint our partner businesses that continue to give us their support, we are creating a presence that will be called "Asia's GLOCALIZER".

代表取締役社長 草薙 裕太
Managing Director Yuta Kusakiri

草薙 裕太 YUTA KUSAKARI

Kusakiri, born in 1985 in Tokyo, joined his father's company in 2007. Two years later, he was entrusted with the position of manager of an affiliated company. After three years of strict training under his father, he went his own way, and joined Adways Inc. in 2010 as a sales rep. In his first year of joining the company, he established a Philippine web business as the general manager of overseas operations. In June of the following year, 2012, he retired and established GLOCALIZER. And so, we arrive at the present.



Business outline

Web marketing

Various creative
advertising

Own media management

Important partners

In Japan



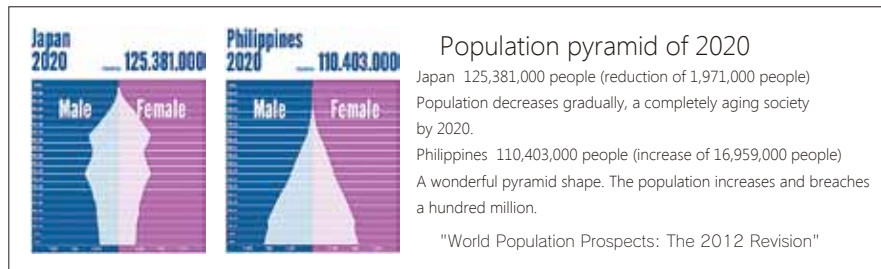
Outside Japan



Communicating information from the heart of Asia

ASEAN is a currently rapidly growing market.

The economic strength in 2011 of Thailand, Indonesia, Malaysia, Singapore, the Philippines, Brunei, Vietnam, Myanmar, Cambodia, and Laos was 2,146,000,000,000 dollars, about a third of that of Japan, but Japan's aging society is progressing and its economic strength will definitely diminish. On the other hand, the reverse is true for the currently progressing ASEAN. They have an increasing young population and their GDP is also undoubtedly coming close to that of Japan.



Our company quickly anticipated these movements, expanded to the Philippines, and are developing our business. Using this experience, we developed support of Japanese-affiliated companies, and using this know-how, from 2012 on we have been performing international market research, with achievement based compensation, geared towards Japanese domestic businesses.

We provide a one-stop service of international marketing and advertisement representation.





Total support with the cycle of
our 3 business projects



マーケティング
Marketing

O to O

We introduce local advertising media suited to our clients, and give comprehensive support to not only Japanese domestic, but also to overseas advertising media. Through landing page optimization, we increase CVR ratio, and increase ROI of costs invested in advertising and SEO, SEM.



各種広告制作
Creation

- Web creations
- Smartphone creations
- App creations
- LP creations
- Flyers
- Pamphlets



自社メディア
Media

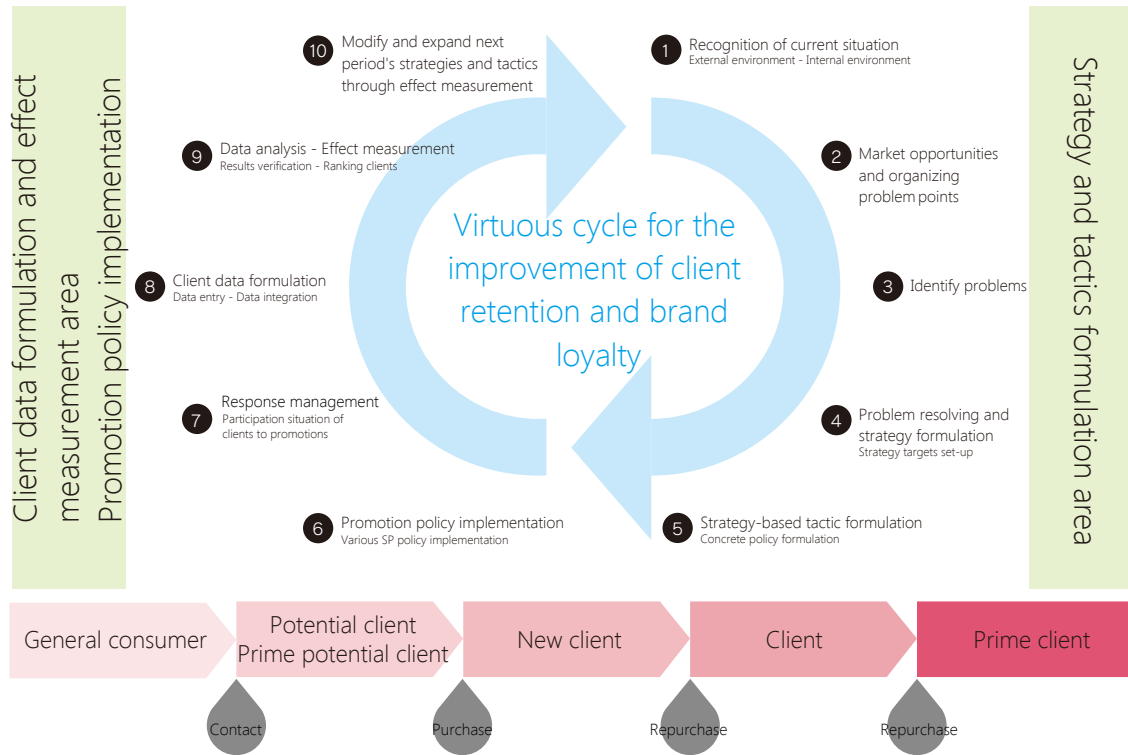
- **GETCHANCE!**
International market research with achievement based compensation
- **Internship program**
Internship where you study the job and English at the same time
- **Net staff**
Resolve all your web promotion troubles



Web marketing

Value important people (clients) even more

Plan Do See





Drawing the fullest out of branding, with a design directly linked to needs

The ultimate goal of branding is "heightening the company value".

1. Increase earnings
2. Reduce expenditures
3. Ensure excellent human resources

Thoroughly analyzing CI and BI, we offer designs for the parts of your company that come to the clients' attention, from business cards to the company outline and the website. By strengthening your company's branding image, you can establish an image among your clients where they identify your company with your product.



All of our company's web creations go through a W3C validation.





We send you the local voice directly! Our media "GET CHANCE!"

A service that aims to let local users know about Japan's "quality, service, quality", and to let clients hear real information (markets, voices) that will be the trigger for expanding to the Philippines.

 Japanese businesses prior to overseas expansion

Overseas marketing research possible

It will be a foothold in overseas expansion, and you can get feedback firsthand from overseas.

Furthermore, GET CHANCE!'s advance promotions can also be used during the final stages prior to expanding to the Philippines.



 Local Japanese-affiliated businesses in the Philippines

Local branding and sales promotion possible

With GET CHANCE!, continuous product promotion and quality control through monitoring, etc., will benefit your company's branding and sales promotion.



Websites



Using each media's characteristics, generate virality, and boost advertising effectiveness multiple times over.

The Philippines' only rental information portal site managed completely by Japanese

Not just the management of the portal site, all the work is managed by Japanese, from property owners, room introductions, and the supervision of your room after you move in. A rental information portal site for Japanese living in the Philippines.



The Philippines' apprentice Daichi Sawa's challenge!

Part 1 of the "the Philippines' apprentice" project, a project about Daichi Sawa, who decided to challenge going abroad, simultaneously struggling and growing in the status quo of business overseas and our Japanese-affiliated IT company, thinking outside of the box of what studying and internships have taught him so far.



Support business activities, regardless of language

- Sales activity support
 - Local sampling
- ▶ Pivotal sales support for your company

Sales activity support



By creating an e-mail template, support is possible regardless of language! Attached materials will all be created by our company.

Local sampling



We select an area suited to our client's target, and research products for two weeks to a month.

After sampling, we tally the market and hand it over to the client.





WANO

<http://www.smcraash.tv/>

Official site of internet distribution content of SHORT X MUSIC X WEBCASTING, a collaboration of short films which strongly presents both the director's and the artist's personalities.

Services provided by our company

- HTML5 coating
- CSS3 coating
- JavaScript programming
- Site design
- Image processing



H.I.S. India

<http://www.his-india.co.in>

Website of a newly established English conversation school in the Philippines.

Services provided by our company

- CMS implementation (Wordpress)
- HTML+CSS coating
- CGI programming
- Site design
- Image processing



RYO AKI TAXI

<http://ryoaki.net/>

Official site of Japanese-affiliated company RYAOKI TAXI, the driving force of infrastructure in the Philippines, who are broadly deployed for not only taxi work, but also rental cars, chauffeur-driven hired cars, and advertising business.

Services provided by our company

- HTML+CSS coating
- CGI programming
- Copy-writing
- Site design
- Image processing



KELLY PRIMARY SCHOOL

<http://kellyprimarieschool.com>

Official website of KELLY PRIMARY SCHOOL, the only kindergarten in the Philippines that teaches according to the IPC program with permission from the Philippines' Department of Education (DepEd).

Services provided by our company

- HTML+CSS coating
- CGI programming
- Photography
- Copy-writing
- Site design
- Image processing



TMS GLOBAL

<http://tmsglobal-ph.com/>

Helped with designs, printing, and delivery of goods for their real estate event in Tokyo, and delivered goods after their launch with a quick delivery of two weeks.

Services provided by our company

- Pamphlet design (8P)
- Printing in Japan (1,000P)
- Color proof
- Delivery of goods to event venue

※Delivered goods for two weeks, including printing process, after launch



UBIQUITOUS GROUP

<http://ub-g.com/>

Delivered pamphlets of a container service geared towards Japan by Hung Dao Containers, Ubiquitous Group's largest shareholder, with a quick delivery of two weeks after the launch.

Services provided by our company

- Pamphlet design (4P)
- Image processing
- Illustrations
- Data delivery

※Delivered goods for two weeks after launch



ENDO SYSTEM

<http://endosystem.co.jp>

Full page advertisement design placed by Philippines' famous automobile journal, Top Gear Philippines, for a glass coating developed in the Philippines (NO WAX&SHAMPOO).

Services provided by our company

- Magazine advertisement design
- Magazine advertisement
- Image processing



Mandam Philippines

<http://www.gatsby.ph/>

Proposed a systematization of file sharing and schedule managing, with the streamlining of information sharing among distant employees as a topic. Held a lecture in the form of a seminar once a week, and arranged a structure that those in charge of the web can use themselves.

Services provided by our company

- Solution formulation
- Operation lectures
- Google Apps implementation
- Operation support

Company outline

Company name	GLOCALIZER Co., Inc.
Founded	November 2012
Representative	Yuta Kusakiri
Staff	12 people (including part-timers)
Location	Japan Office: 39-4, Higashi-Ikebukuro 4-Chome, Ikebukuro, Tokyo Philippines Office: Unit 10A Net Lima, 5th Ave. cor. 26th St., Bonifacio Global City, Taguig, Metro Manila
Sales figures	13,436,461 yen (As of December 2013)
Fiscal term	April 30th