

Global Marketing by Snow Peak Inc.

- A Study of Market Development in the ROK -

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Summary

Faced with declining domestic demand and changes in the industrial structure and market needs, Japanese companies need to tap into overseas demand to ensure future growth. Founded in 1958 and headquartered in the Niigata Prefecture city of Sanjo, Snow Peak is a company that develops, manufactures, and sells outdoor lifestyle products. It began to export its products to the U.S.A. in 1996 and its net sales overseas have grown to account for approximately 33% of total net sales (actual figure for FY2014). This paper analyzes the reasons for this from the perspective of the configuration and coordination of its global marketing, with a particular focus on the ROK, which is one of Snow Peak's main markets.

Firstly, It has gained from consumers for its perspective on the world, focused on “making everyone involved with Snow Peak happy by connecting people to nature, and people to people” via its championing of an “outdoor, natural lifestyle.” It has established directly managed stores in the ROK, Taiwan, and the U.S.A., as it attaches great importance to the role played by its stores. Its staff are ambassadors for the brand concept, communicating it to customers and advocating an outdoor, natural lifestyle. As well as being places where consumers can gain first-hand experience of the brand and purchase its products, the stores evoke a sense of sympathy among consumers for the brand's perspective on the world and the lifestyle that it advocates, while the camping events offer customers the opportunity to participate in creating value with the company.

Secondly, it takes a clear stance that it needs to offer even greater value to customers in the form of high-performance products with a high design sensibility, so it is pursuing economies of scale through standardization in the areas of product procurement, manufacture, and supply. At the same time, it also adapts to local markets, as demonstrated by the fact that its subsidiary in the ROK offers camping events that differ from those in Japan, creating ways of making the company's products, services, and stores more appealing to the local market.

Thirdly, the company is a “brand community” business. Consequently, strengthening relationships between local staff and users in each country is crucial.