

## Specification for Selected Importer to Run

### ～Japanese Sake Promotion on Malaysian E-commerce Site～

#### 1. Objective

JETRO collaborates with a potential Japanese sake importer to run a Japanese sake promotion campaign on Malaysian E-commerce site in order to support Japanese sake breweries and Japanese exporters in expanding their business to Malaysia and boosting their sales.

#### 2. Project name

<Japanese Sake Promotion on Malaysian E-commerce Site>

#### 3. Project details

JETRO recruits and selects a partner company which can fulfil below criteria/requirements and able to collaborate with us to run a Japanese sake promotion campaign on a Malaysian E-commerce site.

##### (1) Target products:

Japanese sake imported from Japan

##### (2) Number of promotion products:

Minimum 100 products and 20 Sake Brewery but JETRO can support in promoting unlimited number of products as long as the promotion expenses borne by us stay within the approved budget (all products promoted in the promotion campaign need to be purchased by the partner company before selling to the customers through their E-commerce site. The partner company needs to get approval from JETRO regarding the promotion products that they wish to promote in advance).

##### (3) Promotion venue:

E-commerce site in Malaysia which is owned by the partner company

##### (4) Promotion duration:

Maximum about 4 weeks (decided upon consultation with JETRO)

##### (5) Promotion time period:

In January 2021 (decided upon consultation with JETRO)

##### (6) Promotion strategy/method:

Promotion contents	Description of promotion contents
Example: Facebook advertisement	Advertising E-commerce site by Facebook (4 weeks)
32 days of Facebook and Instagram ads	Advertising E-commerce site by Facebook (32 days)
4 sets weekly design, ADS and content creation	Creating promotion banner etc for promotion
2 weeks of sample tasting-50 sets per week	The free samples are available to the first 50 customer who have made a pushes through EC site and have done questionnaire.
SNS live commerce event	Holding live commerce event
1 month of campaign management fees	Campaign management fees (1month)

## (7) Promotion budget:

JETRO basically covers the promotion expenses and the amount involved will be decided upon consultation with JETRO.

## (8) New procurement:

JETRO supports new procurement of the partner company by arranging online business meetings with recruited Japanese companies or Japanese companies introduced/preferred by the partner company. The partner company is not compulsory but encouraged to procure at least 3 new promising products for running this promotional campaign together with other existing products.

## (9) Sales result report:

The partner company needs to compile the sales result and submit a report in the format decided by JETRO after considering the promotion content within 7 working days after the promotion ends.

## (10) Project schedule (from NOV 2020 to FEB 2021)

Date	Contents
NOV	Recruit a potential partner company by JETRO
DEC	Select partner company by JETRO
DEC	Partner company conducts online business meetings with Japanese companies through the arrangement of JETRO and procures at least 3 promising products
DEC	Decide on the promotion products (upon consultation with JETRO)
DEC	Decide on the promotion content (upon consultation with JETRO)
JAN	Partner company runs Japanese sake promotion campaign on its E-commerce site
FEB	Partner company reports sales result to JETRO
FEB	JETRO makes payment for the promotion expenses based on invoice

## 4. Obligation of partner company

(1) Partner company is responsible in carrying out and managing this project as an executor while complying with abovementioned project details and additional directives set by JETRO in the middle of project. (JETRO will give suggestion/instruction whenever necessary but will not conduct the project. Partner company will conduct the project instead of JETRO.)

(2) If partner company wants to perform some tasks other than abovementioned project details, they need to consult with JETRO first before taking action. If partner company has any questions, please do not hesitate to contact us.

## 5. Final project delivery date

12th FEB 2021 (Fry)

## 6. Payment procedure

After passing the inspection by JETRO, partner company shall submit an invoice to JETRO, and JETRO shall pay the invoiced amount to the partner company by the payment due date, which is within 10 days from the day of receiving the invoice.

#### 7. Remark

Partner company is required to carry out the business in compliance with JETRO's information security regulations. Partner company is prohibited from subcontracting all or parts of their business to a third party. The intellectual property rights and business results stated in the materials created by the trustee in this business belong to JETRO.