



andu amet

June 12, 2014

Japan-Africa Business Forum 2014

Special Seminar

The Forefront of BOP & Inclusive Business:

Innovation in Africa

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Background Info



Background to Starting Business

Felt uncomfortable about *monodzukuri* (manufacturing) based on mass production and consumption, and went to Ethiopia as a member of Japan Overseas Cooperation Volunteers.

Decided to start a business seeing potential in people and materials. Through marketing of foreign brands, established the company in 2012.



Background Info / Ethiopia



What is Ethiopia Like?









VERBAL STATE



Background Info / Ethiopia



Ethiopian Sheepskin

One of the world's highest-grade materials. Used for seats in foreign luxury automobiles and earphone covers

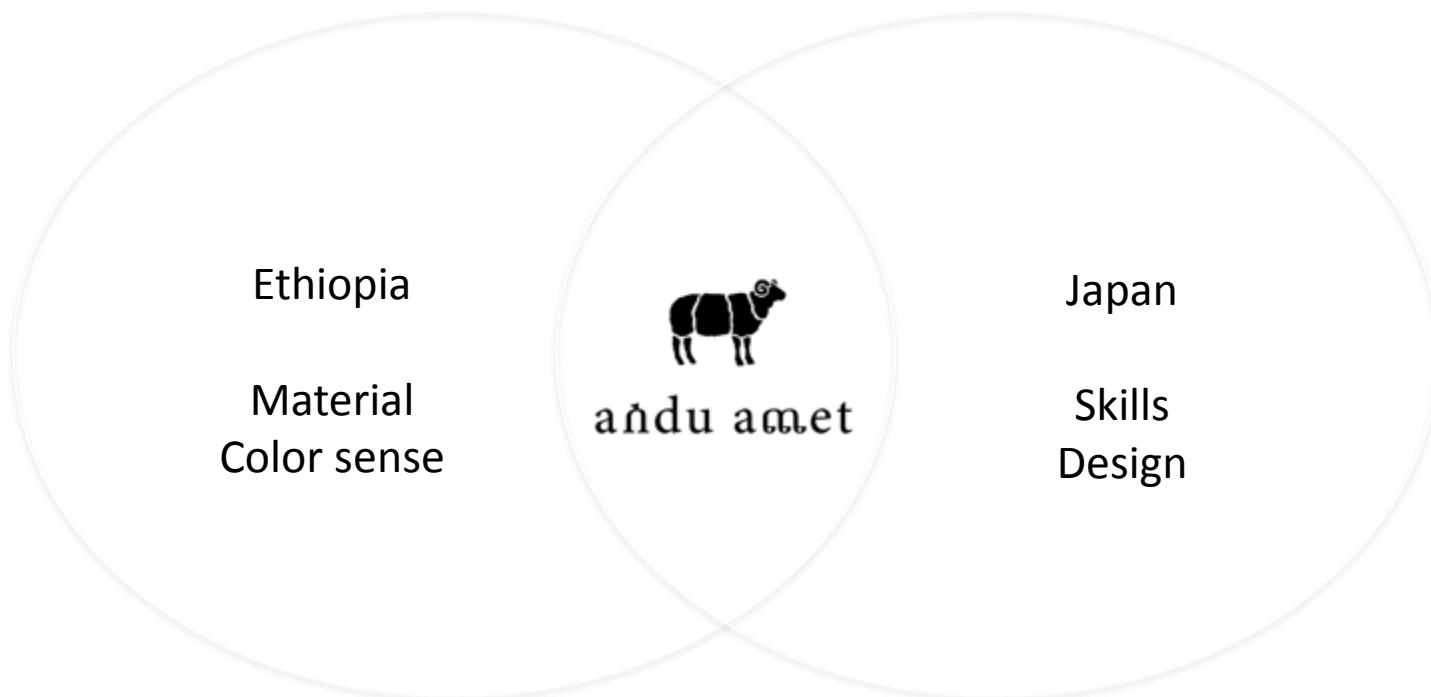




Ethiopian Sheepskin

However, it depends on exports of low-value-added “leather as raw materials” due to underdevelopment of the industry







Products

- Extremely unique products with a concept of “Happy”
 - Luxurious use of Ethiopian sheepskin, one of the world’s highest-grade **materials**
 - Extremely unique **design**
 - Thoroughly **ethical manufacturing process**
- A high price line of around 100,000 yen
- Put high priority on stories





Material

Luxurious use of extra-quality Ethiopian sheepskin, which brings a smile to the faces of people who touch it



Secrets of andu amet HAPPY! 2



Design

Unique design inspired by African sense of color and the beauty of traditional Japanese art



Secrets of andu amet HAPPY! 3



Process

Give consideration to society and environment in all processes, including planning, procurement of materials, manufacturing, and sales





Sales Channel

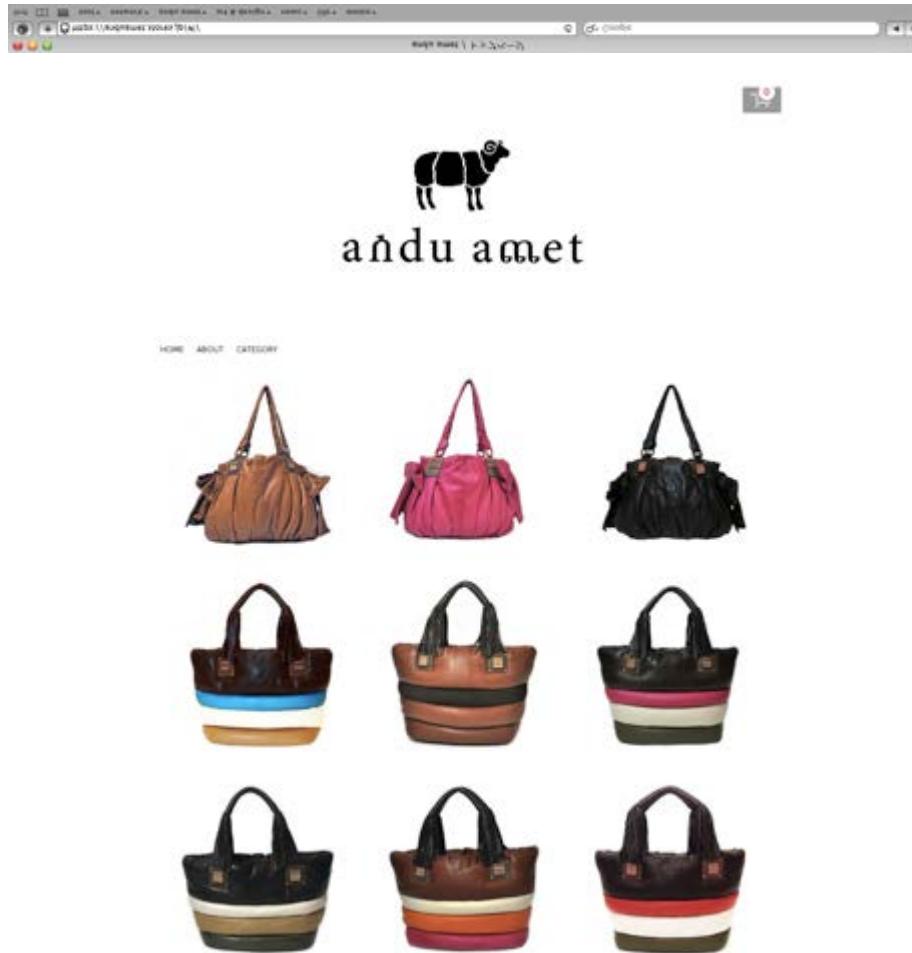
Sales for a limited time at luxury commercial facilities and department stores, such as Roppongi Hills, Tokyo Midtown, Shibuya Hikarie, and Sogo Yokohama





Sales Channel

Began sales to order on the online boutique for customers nationwide in September 2012





Communication Business

Hold workshops and various events to develop an understanding of ethical *monodzukuri*





Value Chain



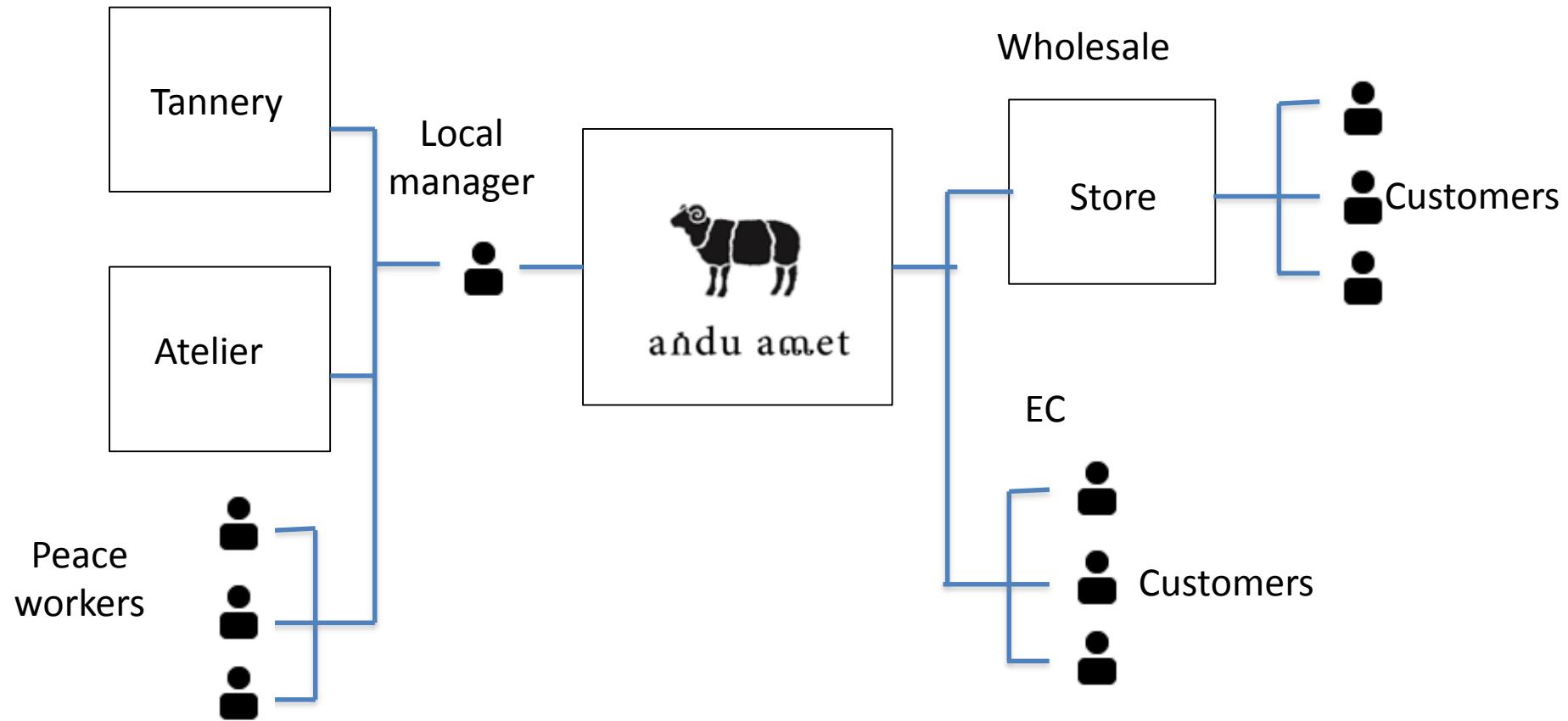
	Planning and Development	Procurement of materials	Manufacturing	Marketing
Scarcity/ Designability	Make African sense of color and beauty of Japanese traditional art a design concept	Adopt extra- quality Ethiopian sheepskin	Handmade	Limited sales only at first- class stores
Consideration to society and environment	Extremely unique design unaffected by trends, upcycling	Do business only with environmentally -friendly tanneries Use by-product leather of sheep for food	Fair trade Long-term skill teaching	Make to order Propose slow fashion Lasting support for repair



Structure

Production area (Ethiopia)

Sales areas (Japan/Global)



About andu amet



Our Goal





Thank you!