

The Prefectural Government Officials Support You! "Product Development and Marketing Support Project!"

Okayama Prefecture



Situation

This project was the result of a proposal by staff to use the prefectural government as a place for market research by small and medium-sized enterprises that do not engage in marketing, which is essential for the development and improvement of their products. The idea was to conduct a tasting survey on prefectural government staff in order to encourage marketing activities, using a meeting room in the prefectural government building.

Action

This project allows businesses to conduct focus groups in the prefectural office to collect data for use in product development and improvement.

Business operators conduct the survey during the prefectural office's lunch break to avoid disrupting official business, allowing staff to freely participate in the survey. Each business must provide the necessary materials for the tasting or the distribution of the product to implement the survey but does not need to pay for the venue.

We established a simple scheme that was easy for businesses to utilise.

Impact

The criteria that led to the concrete results for the businesses in Okayama Prefecture were that the project focused on food and beverages, placed a minimal burden on the businesses, took advantage of the prefectural office's lunch break, and was simple to utilise. We will continue to pursue this effective project without being caught up in precedents, assumptions, and budgets.

