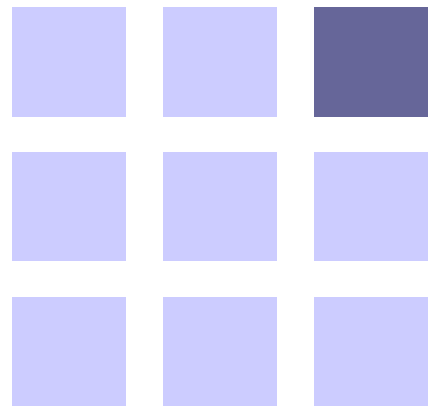


# KSP-SP Co.,Ltd.

## Company Profile



# Change SP KSP-SP

※1: SP Sales Promotion

※2: Knowledge on Sales Promotion Service Provider

KSP-SP (Knowledge on Sales Promotion Service Provider) Co.,LTD. is a service provider which strives to provide manufacturers, wholesalers and retailers with the latest data, know-how and system development to activate retail stores.

About 80% of shoppers are said that they decide what to purchase within the store. In-store promotion is becoming more important to generate "sales" as the store shelves are the contact points of shoppers and products.

Based on the POS data of food supermarkets, in-store information, practical cases, as well as our original analysis method, KSP-SP provides data and reports to both manufacturers and retailers from neutral point of view of consumers. KSP-SP also contributes to your company to increase fair amount of profit, and to develop ability for proposal.

We help you to shift from "sales and marketing based on a gut feeling or an experience" to "strategy and tactic based on scientific reason". and to manage your business effectively.



President & Founder  
Masahiko Yamanaka

## Business Concept

- To provide a platform (common foundation) for the efforts between manufacturers/wholesalers and retailers
- To provide faster and deeper practical knowledge by our unique system and analysis
  - ▶ To contribute profit improvement of our clients in the following month
  - ▶ To be the No.1 provider in the field of effectiveness measurement of in-store promotion

## Major Business Domains

### Platform Business

#### ●Market Data "KSP-POS Data"

From the one of the largest size of POS data collection from food supermarkets, KSP-SP provides not only "Weekly" and "Monthly" data but "Daily" data. In addition, our collection of daily data enables you to check "accurate analysis of selling prices and expected sales volume" and the performance of "new products" on time.

#### ●Sharing system of retailers' POS data -SUP-LINK-

User-friendly system with basic analysis functions from the manufacturers and wholesaler's view as suppliers of retailers.

#### ●Validation of SP without price reduction - SP validation analysis service -

KSP-SP develops and provides a various knowledge in order to activate performance of stores in 52 weeks per year. We conduct fixed observation of in-store status, such as detailed causal data, end circumstance (products' locations, # of faces, POP, flyer information, etc.)We analyze and provide "Quantitative evaluation of SP quality" which draws in shoppers' unplanned purchase.

#### ●Customer's POS analysis support system for manufacturers and wholesalers(CCMC\_S)

This system is to manage and analyze POS data with different formats, which retailers have provided. The flow of sales practice, which is our know-how, is applied into the templates.

### One-to-one Business

●Coaching To support development of human resource via practice

●Reporting To support important decision making

**Company Name**

KSP-SP Co.,Ltd.

**Headquarters**

1-2-1 Hamamatsu-cho  
 No.R Hamamatsu-cho Building 4F  
 Minato-ku, Tokyo, 105-0013  
 TEL: 03-5472-7650(main)  
 FAX: 03-5472-7651  
 E-mail Address: ksp-econtact@ksp-sp.jp

**Officers**

President & Founder	Masahiko Yamanaka
Board member, Executive officer & CEO	Junichiro Aizawa
Non-executive Director	Nobuo Shimizu
Non-executive Director	Jun Yabuuchi
Auditor	Sanpei Nakao
Executive officer in charge of Customer	Yoshiro Kuga
Executive officer in charge of Sales	Rie Suzuki
Executive officer in charge of Business Promotion & Administration	Kiyotaka Hashizume

**Date of Establishment**

March 3, 2003

**Capital**

41,725,000 yen (As of March, 2020)

**Description of Business**

A service provider which provides manufacturers, wholesalers and retailers with knowledge and know-how to revitalize retail stores.

**Number of Employees**

30

**Main Bank**

Sumitomo Mitsui Banking Corporation

**Business Partners**

DO HOUSE Inc.  
 JSS co.,ltd.  
 THE JAPAN FOOD JOURNAL Co.,Ltd.  
 TONAMI SYSTEM SOLUTIONS CO.,LTD.  
 Shopper Insight Co.,Ltd.

**URL**<https://www.ksp-sp.com/>