

Out With the Old, In With the New

古いものを外へ出して、新しいものを迎え入れる」

INTRODUCTION

S1: Hello everyone, we are Yuri, Miku, Mihana and Mio, and we are students from Tomishima High School. Our school just started a new project to help students gain experience in product development.

S2: Our presentation will show you the steps to creating our school's "big hit" item!

STEP 1: THE MAIN GOAL

S1: The goal for this project:

S2: Develop a new product.

T1: Within 12 weeks~

T2: And sell 200 of them!

S1: Where do we even start?

T1: Well first you have to ask yourself a question. "Why do companies want to develop a new product?"

S2: If we think about it, there are so many products that already exist.

S1: Isn't it to make more money?!

T1: That's just one part of product development. The real purpose is to create new things that solve problems!

S2: So what problem did the Tomishima students think of?

T2: Well, they found something they all had in common. Their love for Hyuga city! Everyone knows that Japan's population is quickly declining.

S1: Thankfully, many tourists are interested in our country and help to support our economy.

S2: But! They keep visiting the same places!

T2: So, the students worked hard to think of different ways to attract tourists to our small countryside town.

STEP 2: IDEATION

T1: Before we reveal their idea, let us ask you: "What does Miyazaki make you think of?"

S1: Studio Ghibli? (Hayao Miyazaki)

T1: Not *that* Miyazaki! Miyazaki Prefecture!

S2: I know! Hyuganatsu, Chicken Nanban and Hebesu.

T1: Yes! Those are all foods, and food is the key to winning the heart.

T2: So the students began researching famous products from other regions. They discovered that hamburgers like the Sasebo Hamburger and Chitose Hamburger were super popular.

T1: But copying those ideas wasn't enough. They needed to find something that would make people say "WOW."

S1: Like adding Miyazaki's spicy noodles to the hamburger. Haha~ just kidding!

T1: Wait.

S2: What's wrong?

T1: That's exactly what they did. Who needs to eat the Sasebo Burger when you can try the "Hyuga Burger"!!!

STEP 3: DEVELOPMENT

T1: To make the Hyuga burger, they needed a few ingredients!

T2: Some buns, meat, vegetables and extra cheese to make it more delicious.

S2: But how did the students add noodles to the burger?

T2: I have some bad news to tell you. The noodles were too challenging this time, but the students still wanted to keep the "Karamen" flavor.

T1: So they decided to pour spicy sauce all over the chicken!

T2: They tried their best to find cheap yet good-quality ingredients so that customers could pay a lower price.

S1: I think we're forgetting something. How did they make 200 burgers?

T1: Great question! They didn't.

S1: & **S2:** WHAT?!

T1: They didn't do it by themselves. The students could try to make them at school, but they didn't have enough experience.

T2: So they asked local businesses for their help to supply the ingredients and make the hamburgers.

STEP 4: MARKETING

S2: Last year, the team designed a poster with bright colors and fancy writing.

S1: A lot of people with big cameras came to our school as well.

T1: Those were all part of their marketing plan.

T2: In order to reduce food waste, the team promoted the project using SNS!

S2: I remember, now! Our seniors went around the school, saying things like:

S1: "This is a once-in-a-lifetime chance!" "Only available in Hyuga!" "It's so delicious, you will cry!"

T1: With all that energy, they were able to successfully sell all 200 pre-sale tickets.

STEP 5: THE BIG DAY

S2: Actually, we have a video from the event day. Let's watch and see what happened:

****WATCH VIDEO* (19 seconds)***

S1: WOW! The Hyuga Burger was a huge success!"

STEP 6: FEEDBACK

S2: After the event, the team asked teachers and students to do a survey.

T1: Most of the students thought the price and taste of the burgers were just right! The size was also perfect—not too big, and not too small.

T2: Our teachers were very direct with their feedback. Some said the hamburgers were too cold, and the spice should've been even spicier!

S1: Don't worry. In product development, any kind of feedback is "*good*" feedback. Listening to customers gives us a chance to make something even better for next time!

TO CONCLUDE

S2: Even if the product wasn't perfect, the students still learned a lot. Now they'll be prepared to start their own businesses.

S1: Plus, they've built great relationships with the local community.

S2: Next year, the school is planning to release an improved Hyuga Burger, as well as tortillas!

T1: Someday, we hope our school's products will be good enough to sell at local stores and events.

T2: Until then, please look forward to Tomishima High School's next big hit item!

Everyone: Thank you for listening!