



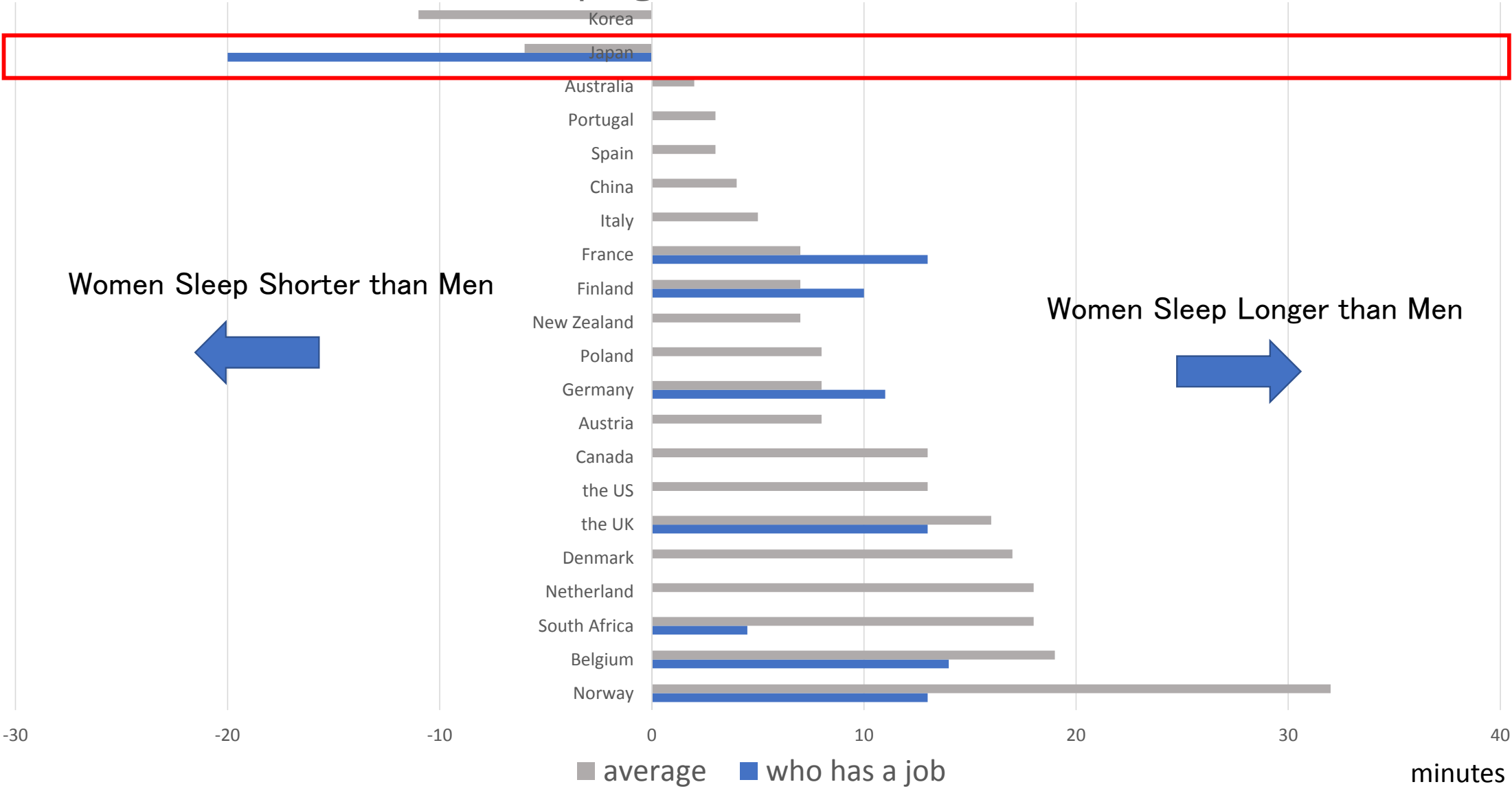
HMS × Nursery School For Working Mothers

Masashi Kawai
Yumiko Masuda
(Hitotsubashi University)



18:20 離乳食準備

Difference of Sleeping Hours Between Men and Women



TOO
TIRED...





HMS

for

Working Mothers



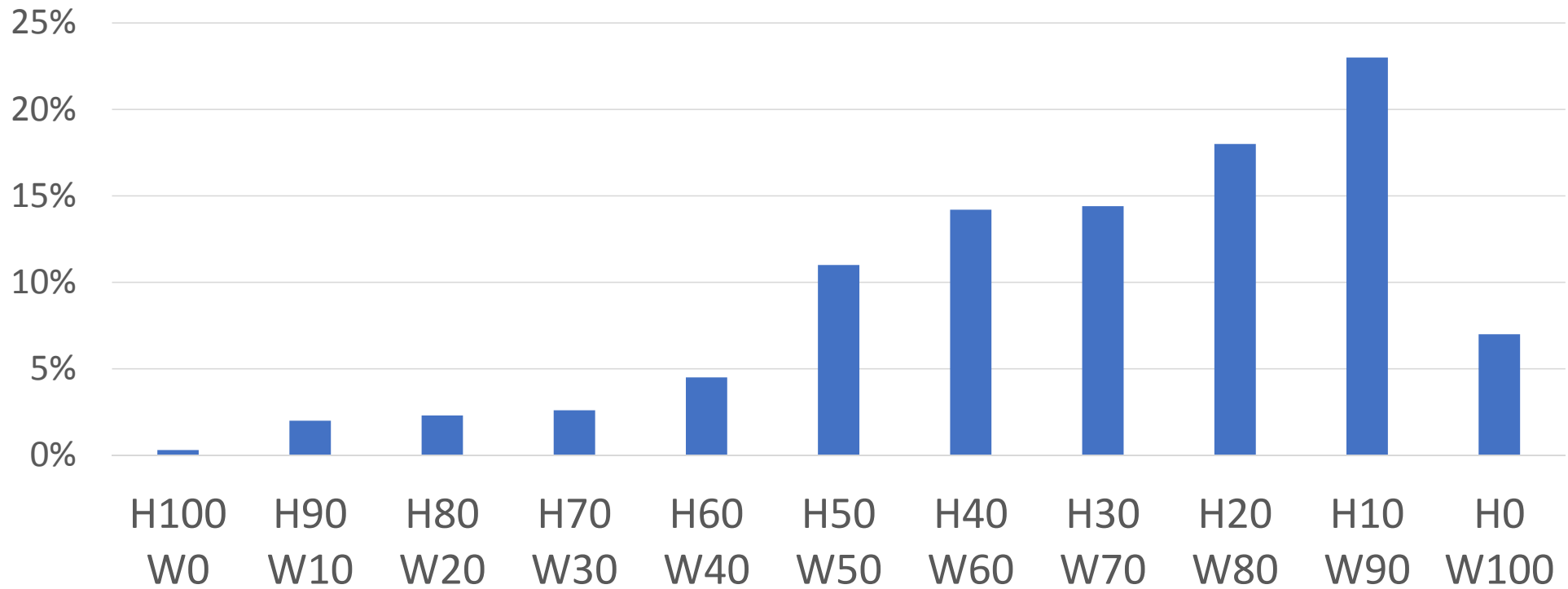
Outline

- ① Problems to be solved
- ② About our business
- ③ Our advantage
- ④ Finance
- ⑤ Vision



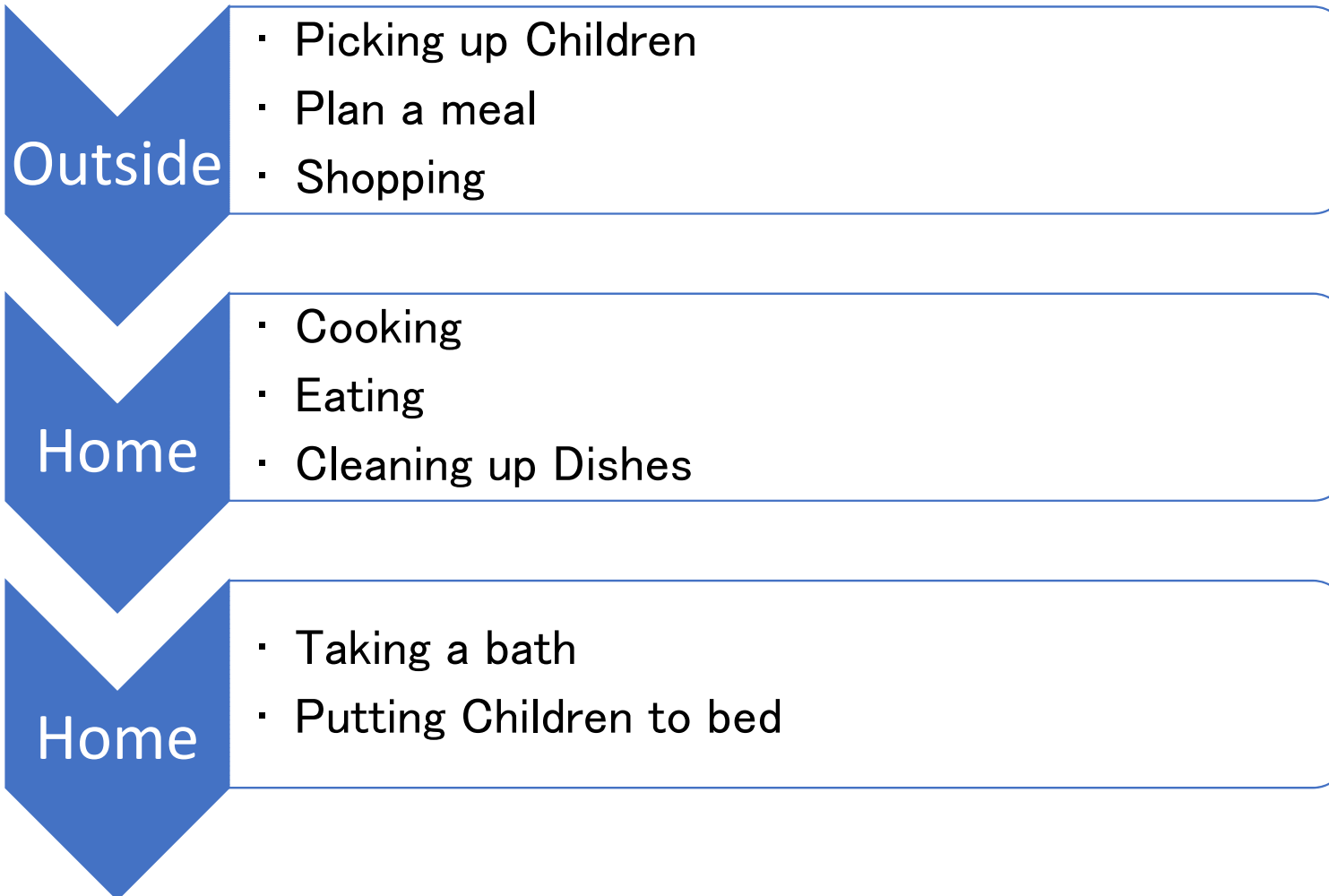
Japanese Women are too busy.

Distribution of Chores

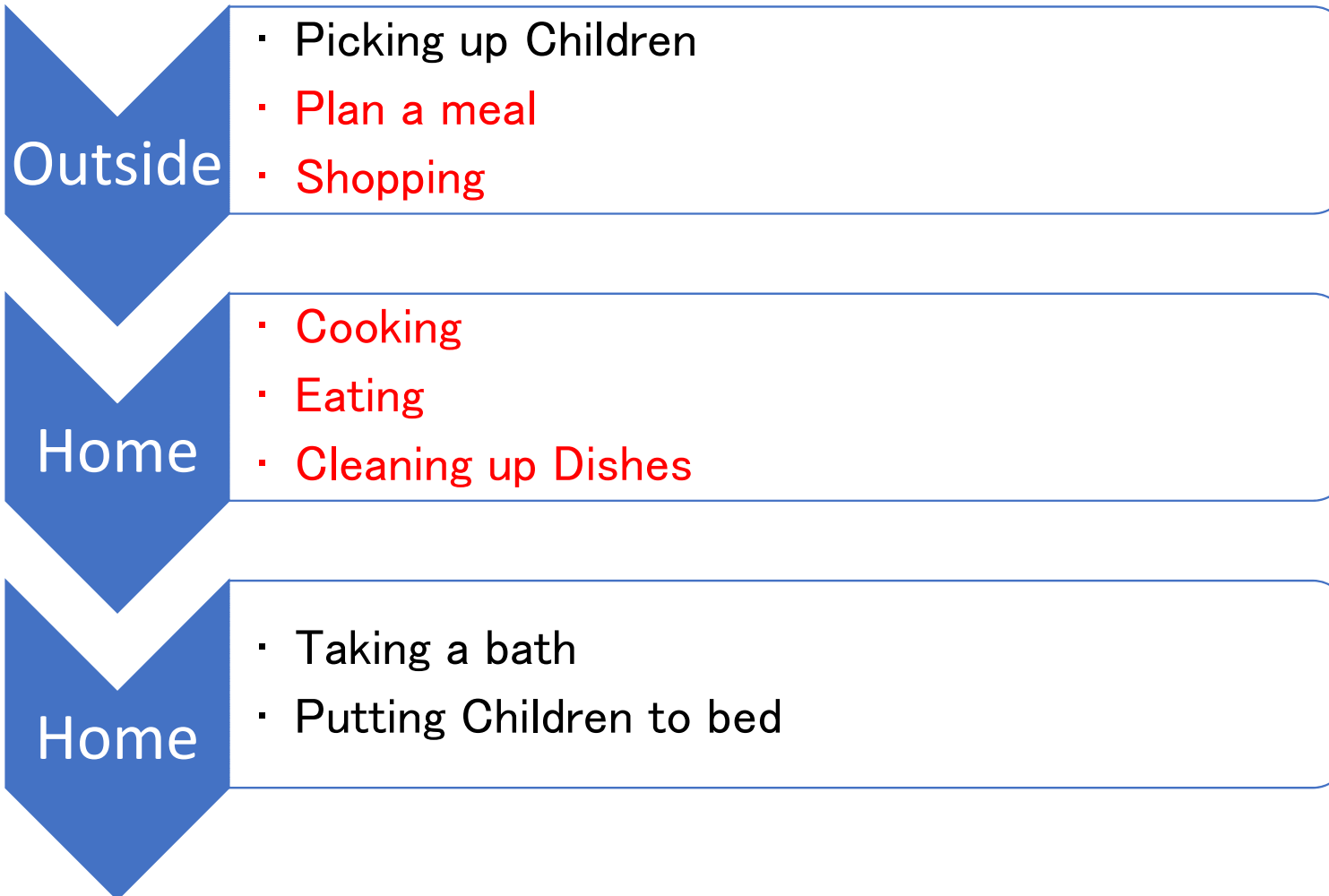


Husband : H Wife : W

Working Mothers After Leaving the Office

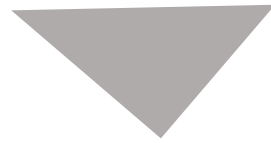


Working Mothers After Leaving the Office



“What is the solution??”

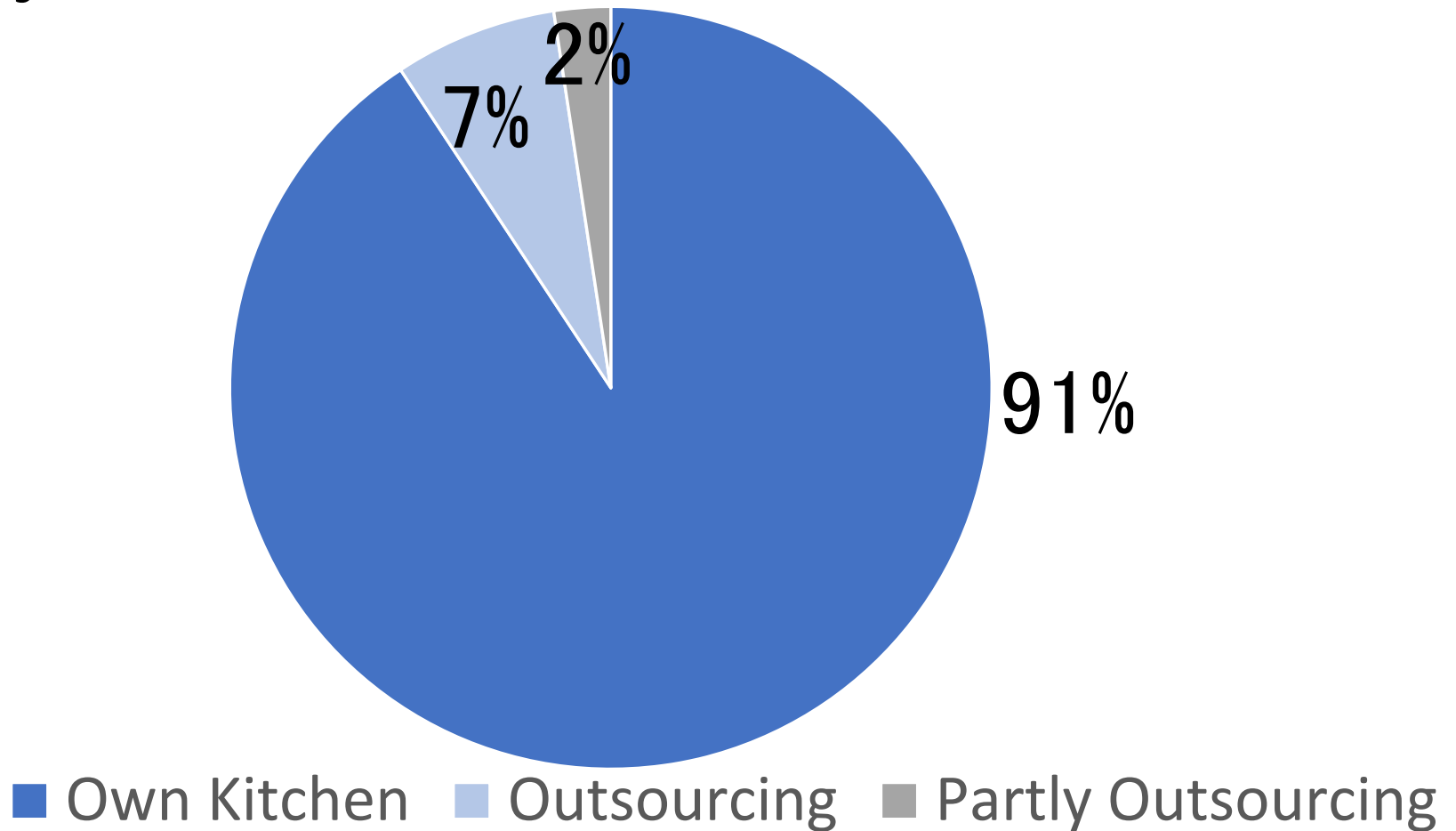
Where We Can Definitely
Approach Out Target



Nursery School



Nursery's Kitchen = IDOL ASSET



The Current Status of the Usage of Kitchen

Time	How to Use
9:00–12:00	Cook Lunch
12:00–13:00	Break
13:00–15:00	Cook Snack

After 3pm
=IDOL ASSET

IDOL ASSET

NEEDS

NURSERY'S
KITCHEN



HMS



OUR SERVICE

Working Mothers After Leaving the Office



Tasks

- Picking up Children
- Taking a bath
- Putting Children to bed



**FREE
TIME!**

Outline

- ① Problems to be solved
- ② About our business
- ③ Our advantage
- ④ Finance
- ⑤ Vision

When

- Picking Up Children

Where

- Nursery School

To Whom

- To Family which both parents are working

What

- Healthy HMR

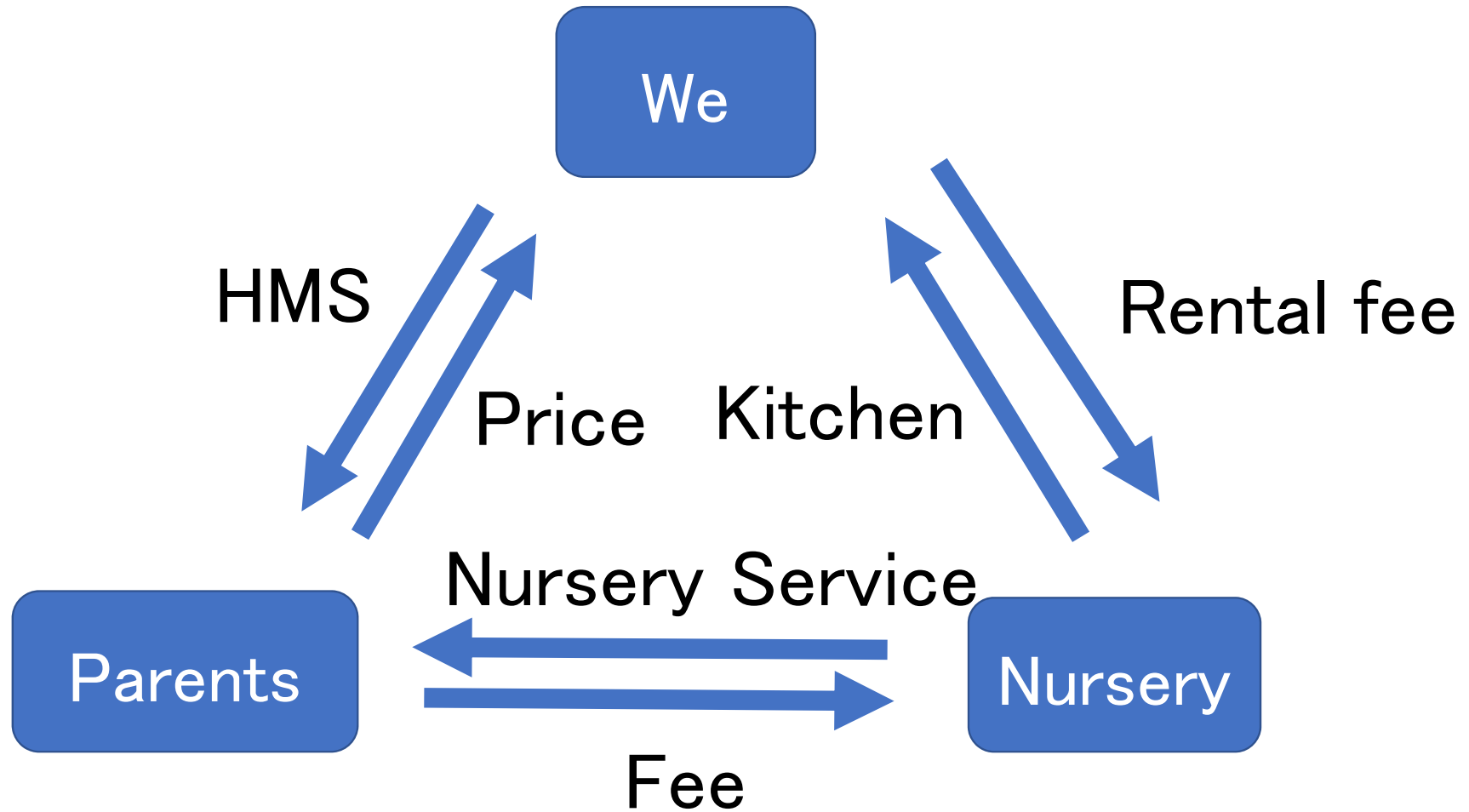
How Much

- 500yen per meal

How

- Passing them with their children

Business Model



Price

	Adult	Child	Rice Soup
Price	500JPY (100,000VND)	350JPY (75,000VND)	150yen (30,000VND)

Images



Image
(Main Dish)



Image
(Side Dish
①)



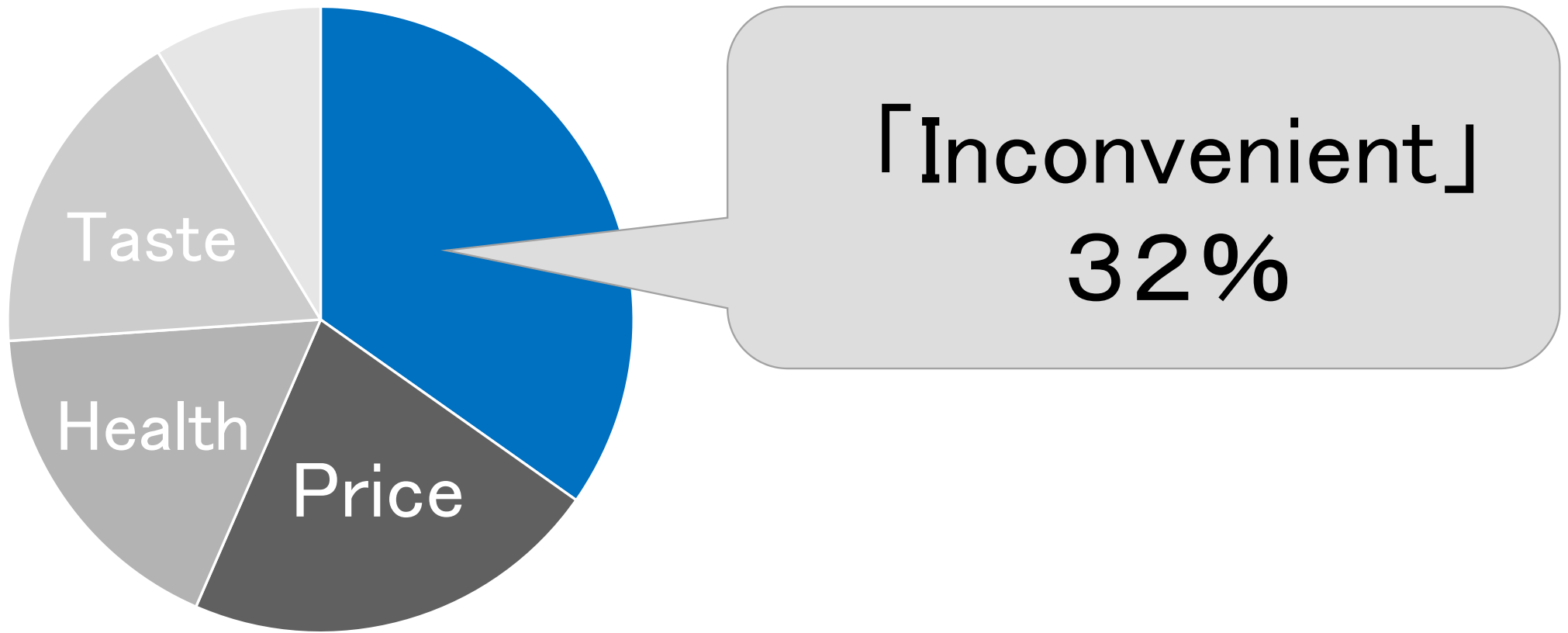
Image
(Side Dish
②)



Outline

- ① Problems to be solved
- ② About our business
- ③ Our advantage
- ④ Finance
- ⑤ Vision

The Reasons Why Women Don't Use HMS Daily



“It’s hard to
go out with a
little child”



“There isn’t a
supermarket
between the
nursery and
home”



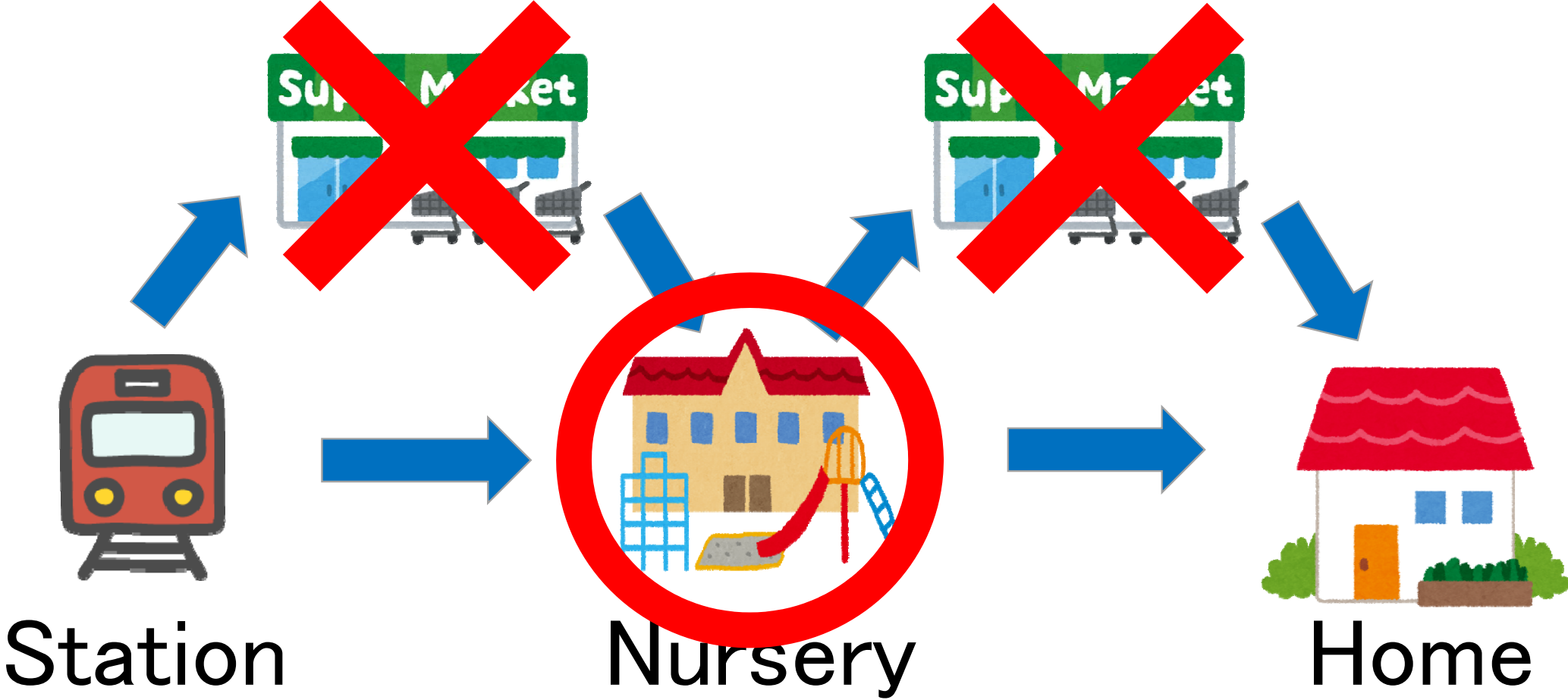
“I have to go
to a non-busy
supermarket
because of my
child”



What does “Inconvenient” Means?

Geographically Inconvenient

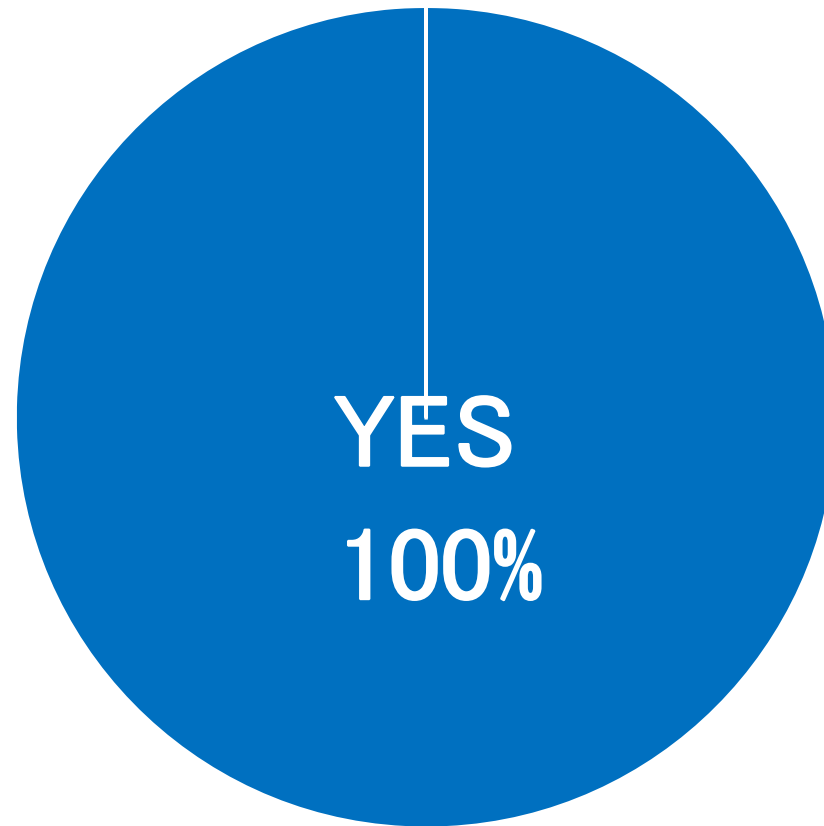
We Are Most Convenient!



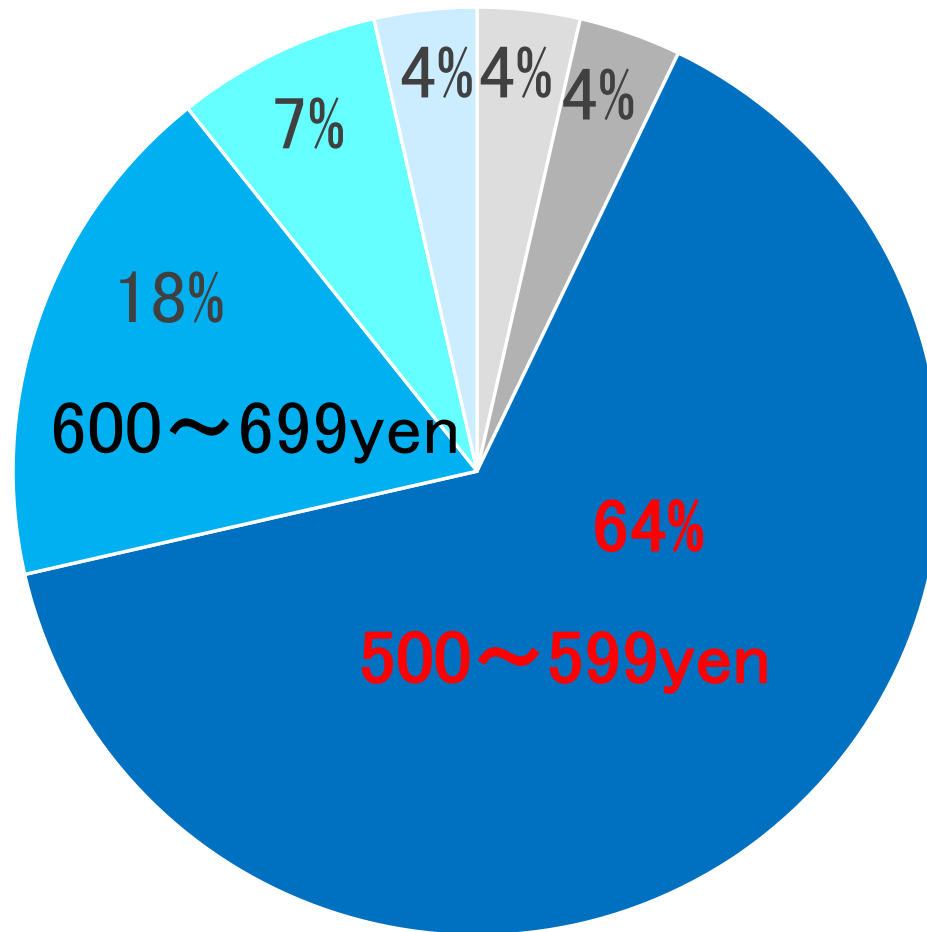
Outline

- ① Problems to be solved
- ② about our business
- ③ Our Advantage
- ④ Finance
- ⑤ Vision

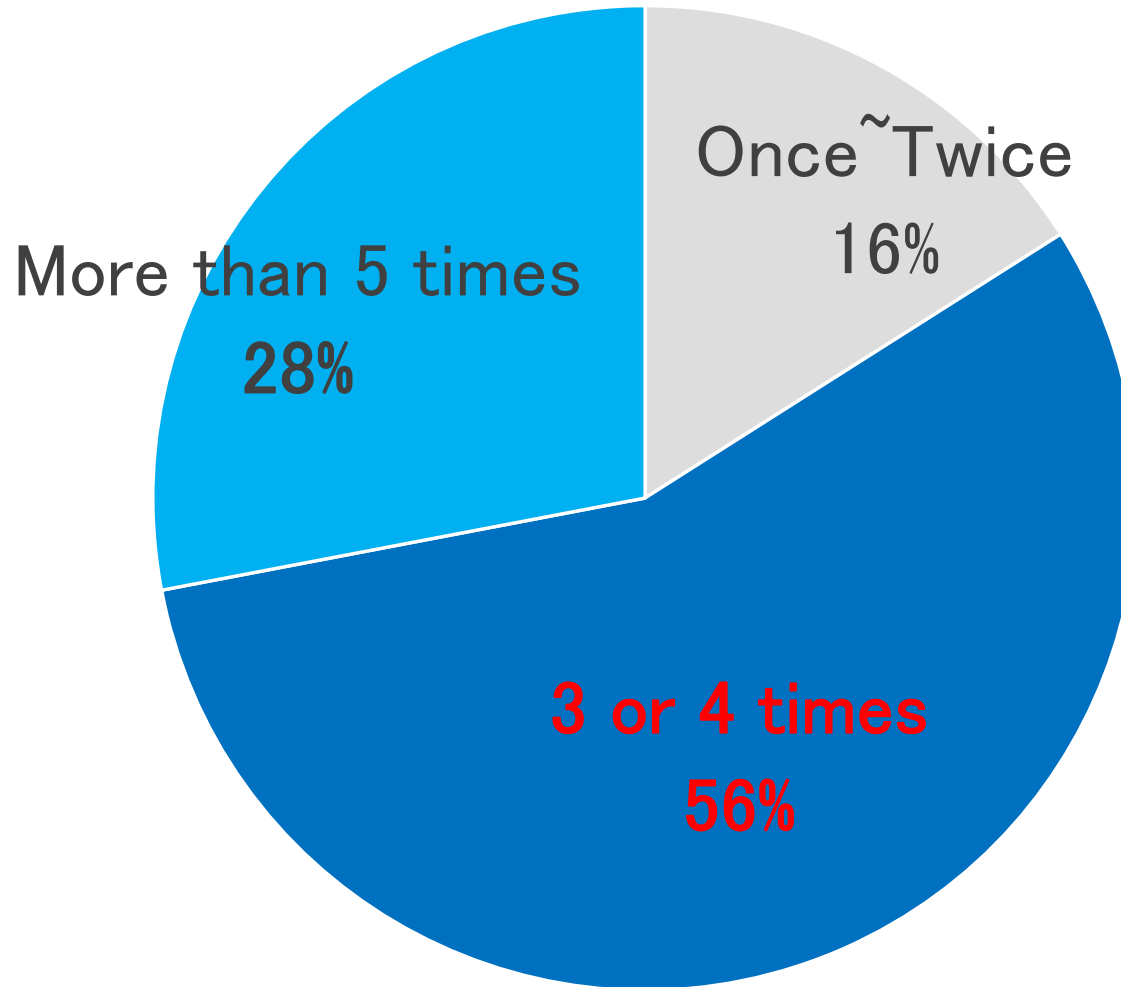
① Would you like to use this service?



② How much would you like to pay for it?



③ How many times would you like to use it?



Monthly P/L

	yen		yen
Price for Adult	500	Sales	2,442,000
Number of Sales (per day)	148	Material Cost	1,465,200
Price for Child	350	Labor Cost	400,000
Number of Sales	74	Utility Cost	97,680
Price of Rice and Soup	150	Rent	200,000
Number of Sales	74	Operating Profit	279,120
Sales	2,442,000	Operating Profit margin	11.4%

Our Strength = High ROIC

No need for capital investment



Can expand with little capital



High ROIC

Outline

- ① Problems to be solved
- ② About our business
- ③ Our advantage
- ④ Finance
- ⑤ Vision

After taking this service...

Tasks

- Picking up Children
- Taking a bath
- Putting Children to bed

**FREE
TIME!**



Playing with kids



Relaxing



Hobby



Work



Good to Social Problems!

- ① the increase in labor force
- ② effective to declining birthrate
- ③ work-life balance

For a
better
society!

