

**Report of Business Meeting with
Bankunmei, Thai Spa in Kansai
Thai Trade Center Osaka**

Meeting Date: 2008/12/04

1. Company Profile

Name of Company: Bankunmei Co., Ltd.

Head Office: 5th Floor, Tosho Bldg., 2-13-7 Yamate-Dori, Chuo-ku, Kobe, Hyogo 650-0011 Japan

Tel:078-325-8186 **Fax:** 078-325-8215

Website: <http://www.Bankunmei.com/>

Established: 2006 **Employees:** 30 Persons (All Japanese staffs)

Member Customers: 2000persons (as of Dec.2008)

Type of Business: Thai Spa and Massage School

Branches: 7 Salons and 1 School

Day Spa Type **-Ashiya Main Salon(For Ladies Only)**

1F., Palty Ashiya II, 1-8 Iwazono-cho, Ashiya-city, Hyogo Tel.0797-25-2088

-Sannomiya Salon

2F.,The B Kobe, 2-11-5 Shimoyamate-dori, Chuo-ku, Kobe, Hyogo Tel.078-326-2766

-Rokkomichi Salon

1F.,Lorel Konan, 3-4-15 Uekawara-dori, Nada-ku, Kobe, Hyogo Tel.078-802-5665

-Takarazuka Salon

3-11 Yumoto-cho, Takarazuka, Hyogo Tel.0797-83-6180

-Mondo Yakujin Salon

1F.,Urbanex Nishinomiya Mondo,13-5 Higashi-machi, ShimoOichi, Nishinomiya Tel.0798-57-5166

Resort Spa Type **-Kotohira-Kadan salon**

1241-5 Kotohira, NakaTadotsu-gun, Kagawa Tel.0877-56-4355

**"Kotohira Kadan" is a traditional ryokan(Japanese Style Hotel) with 400 years of history located in Kotohira town, Kagawa Prefecture, where is famous for Kotohira-gu Shrine. They have hot spring (Onsen) rich in calcium and sodium, which is said to have a beautifying effect for the skin. The names of distinguished writers of the past such as Ogai Mori, Hakushu Kitahara, and Akiko Yosano have been registered in the hotel book. <http://www.kotohira-kadan.jp/english.html>*

-Awaji-Yumesenkei Salon (*Reopen on 28 Jan. 2009)

Kaigan-dori, Sumoto, Hyogo Tel.0779-22-0035

**Awaji is the island near from Kobe and Osaka and is renowned for its beautiful natural areas. This spa is located at the Hotel New Awaji (Annex) which is one of the famous hotels located in Sumoto Onsen (hot spring) area in Awaji Island. <http://www.newawaji.com/yumesenkei/>*

School **-Bankunmei Thai Massage School**

5th Floor, Tosho Bldg., 2-13-7 Yamate-Dori, Chuo-ku, Kobe, Hyogo Tel.078-325-1910

2. Met With

Baan Khun Mae Co., Ltd.:

- Mr. Takayuki Sagari, Chairman

TTC Osaka:

-Ms. Siripan Likhitwiwat, Executive Director

-Ms. Sirikarn Amatayakul, Deputy Director

-Ms. Yoshiko Sakata, Market Development Officer



■ TTC with the therapists of Bankunmei,Sannomiya

3. Information from meeting

3.1. Overview of Company:

Mr. Sagari has 20 years experience in trading with Thailand.

He loved Thai spa very much and wanted to create Thai spa in the same style like Thailand in Japan, so established "Baankunmei Co.,Ltd." and started Thai spa business including design, consulting, and therapist training service in 2006. At present they have 7 Thai Spas in Kansai and Shikoku Area, and 1 school in Kobe-Sannomiya. And he is preparing to open new spa at the Hotel Unizo, near Yodoyabashi station in Osaka on 28 Apr.2009. He said that he is choosing hotel location to establish good image of Thai spa, and most of his spas are located at hotels. This company is a member of the Traditional Thai Massage Association Japan (TTMA) and their salons and school are certified by this association.

He started Baankunmei business with Thai therapists, but at present, he employ Japanese therapist only. He said that it is very difficult to find good quality Thai therapists in Japan. From his experience, he explained the reasons why he stopped employing Thai therapists as follows. 1) Thai therapists are lack of responsibility, frequently absence from work for health or private reasons. 2) Main target customers of Baankunmei are Japanese women, and it is difficult for Thai therapists to communicate with customers because of language reason. 3) At the same time, it is difficult for Japanese managers to communicate with Thai therapists, so difficult to improve them by training. That's why he established Bankunmei Thai massage school by himself.

3.2. Menus at Bankunmei

-Thai Traditional Massage(60min./90min./120min.)

-Thai Aroma Oil Massage(60min./90min./120min.)

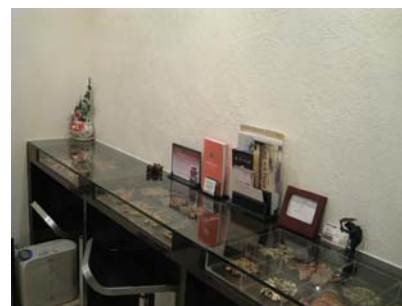
-Herb Ball Therapy(30min./60min.)

-Herb Steam Tent Therapy(30min.)

-Thai Foot Massage(30min./60min.)

- Head Massage(30min.)

* All menus are served at private room



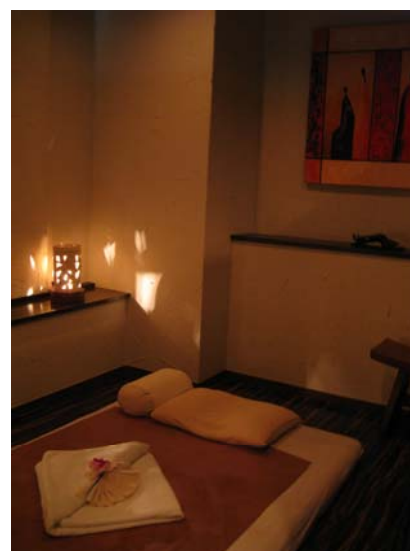
■ Reception corner (Showcase of Thai herbs)



■ Signboard on the road



■ Thai Aroma Oil Massage Room



■ Thai Traditional Massage Room

3.3. Product imported from Thailand and interested products:

[Products imported from Thailand]

OTOP Herb Balls (1000 pcs every 2 months), Thai herbs for Herbal Steam Tent, Thai herb tea, Massage oils, Paintings, Interior and decorative items.

*They have large sized warehouse in Kobe and providing (retailing/wholesaling) Thai spa related products to their customers.

[Products interested in importing from Thailand]

He is planning to open retail shop in Kobe, so interested in Gifts, Interior and Decorative items.

4. Result of meeting:

TTC Osaka expressed thanks to Mr. Sagari to manage Thai Spa with good design and good image, and to give honest opinion on employing Thai therapists. It is good to know for Thai side to prepare Thai therapists to come to work in Japan in the future. In addition, TTC explained that TTC is trying to boost Thai service sector to Japan as Thai restaurants and Thai spa. One of the initiatives is to hold Thai spa promotion event together with Kobe City in 2009 at Onsen (*hot spring*) areas such as Arima Onsen. TTC asked Mr. Sagari to share his experiences of doing Thai spa business at the seminar. Mr.Sagari answered that he is willing to cooperate with TTC.

Reported by: Yoshiko Sakata, Thai Trade Center, Osaka (Japan) 2008/12/08