

Development of herb-related 6th industrialization

—A case study of Aso herb garden

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【Objective】

According to the case figure out how the herb garden is developing, especially focus on the changes in agricultural policies and regional economies, various responses can be known from the sixth industry perspective view. This case also can be regarded as a regional movement study, find out the ingredients of herbal-related events successfully opened in Japan, still, to forecast the problems we might need to face in the future at the same time.

【Method】

This case picked the Aso herb garden, Kumamoto, Japan. Descriptive qualitative with case study approach used in this research. In the approach to descriptive qualitative research, formulation of the research problem followed by a discussion of the latest issues in the interview. Case analysis used the 6th industrialization model. Before concluding the research by summarizing principles of best practice based on data analysis, interpretive qualitative research and managerial implications are provided.

【Result】

After interviewed Izawa Satoshi, the Aso herb shop's owner, the company's honorary chairman, the head of the Aso herb garden company, re- list the storyline.

External		Bubble economy	Fire accident	2016, Earthquake
	phase 1	phase 2	phase 3	phase 4
Company development	Products: herbal tea Business: handmade & sell	Products: The dish is made with herb herb herbal tea Business: Tourism (300people/day) Restaurant Sell	making sweet from herb Put the Advertisement. on the internet	Change the size of the products baggage Cooperate with marketing /products company Give back to society, cooperate with university and give the class to the citizen
Participate Organization	1st×2nd×3ird industry	Government×1st×2nd×3ird	1st×2nd×3ird	Univercity×Government×1st×2nd×3ird
Turnover	100 million/year	1 billion/year	/	40 million/year
Year	1970—1990		2008—2014	
In charge	Izawa satoshi		Daughter	Wife
Story	start business with his wife, from picking herb to the tea make	tapped into the appeal of rural settings and the tourism boom, the business size welcome a rapid growth	Continue to run the company before Mr.Izawa recovering then start her new career	move to new place Wife started to manage the company Husband write book and give the lecture

【Conclusion】

The current value proposition is '3NO', herbal products manufacturer with no chemicals and no preservatives added. Serves also need to improve for customer segments, from the old customer segments people who love herbal products to international and domestic tourists. These changes will encourage the creation of business sustainability and tourism development in the Aso area, besides enables the empowerment of the local community and stimulates economic recovery and social welfare around Kumamoto.