

## Plan Practice

## A) Description about yourself

**Tips:** Think about your Role in your life, Are you a student? Are you a craftmen? Are you a working female? Are you a housewife with kids?

Then think about your Hobby/Interest/Lifestyle/Skills. Writing something about yourself first will help you make a more personal plan later. This will also allow the reader to understand if they have the same Characteristics as you.

**GOOD:** I'm a mother of a 5years old daughter and our favorite pastime is to go Disney, shopping, parks, eating together. I enjoy spending time with her!

**BAD:** I'm Tomoko, I like to talk to foreigners.

Hi my name is Shohei and I am an interior designer. My wife and I are home decor lovers and have dedicated a lot of our time to curating items and furniture in our home. We would love to share our knowledge about Japanese interior with you!

GOOD

## 1) カテゴリー Category (Choose 1)

**tips:** Choose the one that is closest to your interests/hobbies/Lifestyle(eg: what you do daily)/skills

Neighbourhood secrets

Good

## 2) 対象 Suitability (choose as many or all)

**tips:** If the plan involves Disneyland – Family. If plan involves Nail art – Ladies only. If plan involves Hiking – DON'T select wheelchair. If plan select food that is not Halal – DON'T select Muslim friendly

<input checked="" type="radio"/> Anyone	<input type="radio"/> Muslim friendly	<input checked="" type="radio"/> Kids (6yrs up)
<input checked="" type="radio"/> Family	<input checked="" type="radio"/> Seniors (60yrs up)	<input checked="" type="radio"/> Ladies only
<input checked="" type="radio"/> Friends	<input checked="" type="radio"/> Couples	<input type="radio"/> Wheelchair friendly

## 3) プラン名 Plan name

**tips:** Put in a title that sells. Example : Plan involves Disneyland

**GOOD:** Disneyland Playdate with my kids – You tell reader instantly this is a visit to Disneyland + kids involved. Playdate = pls bring your kids too.

**POOR:** Disneyland visit – It just sounded boring and lack of attractiveness

Tokyo Home Decor walk

Sounds interesting

## 4) 国 (Country)

~Japan~

## 5) 都道府県 (Prefecture)

Tokyo

## 6) サービス言語 (Spoken language(s))

English and Japanese

## 7) 集合場所 (meeting place)

Shibuya Station

OK

## 8) プラン時間 (service duration)

**tips:** Make a mental plan first. Start from the time meet up at the meeting point + duration to the service location(10mins walk to disneyland entrance) + main service duration(5hrs in disneyland) + any meal time (1hr dinner) + anything else (Maybe a playground nearby + 30mins) + walk back to station (+5mins) = 7hrs45mins. Just estimate will do because time may differ on actual situation.

4hrs

OK

## 9) 開始時間

**tips:** Think what is the time you will do this easily. If I go at 930am, will this make me having to wake up earlier? If yes, then change time to the most usual time you go disneyland

16:00

OK

## 10) プラン詳細 (program details) max 1000words.

**tips:** This is most important point of whole plan. A good description should include following

a) Timing b) what do do at each timing c) anything special/extra experience included?

**GOOD: A short intro + schedule**

It is easy to go Disneyland yourself or with your kids. However It would be a lot different when you are going with a real Japanese family. I know the best way to cut Queue, the best food to eat, the latest disney things to buy now. I grew up with Disney, and now with my kid. Let us have a playdate and I know my kid will benefit a lot with international exposure as well.

11am: meet at Tokyo station. We will take the train together to Disneyland together. The kids can start to make friends while travelling along the train. I will also be able to share with you what usually goes on in a japan train.

12am: We will reach Maihama station and let's have fun together with our kids!

EXTRA: I will make breakfast bento to share with everyone before we start playing~

5pm: Usually we do not stay till so late because kids get tired by this time. Let's go to my fav restaurant café in Tokyo that has a kid playground nearby for dinner.

7pm: I will bring you back to the closest train station and teach you how to go back to your hotel (You do not need to be so detail but this **"diary style"** writing explains very clearly. A good plan description should have at least 2-3 paragraphs)

**POOR:** I will bring you to Disneyland and then Tokyo for dinner OR I will show you around Disneyland. (You are not giving information, or enough attractive details to your guests. You are selling your product but you are not telling people what is interesting. How will anyone buy)

If you would like to know the best place to buy Japanese furniture pieces or learn how you can include Japanese style interior design to your own home, this is the experience for you! We will open up our house to you and also bring you on a furniture and home decor walk around Tokyo, showing you different types of aesthetics and collections.

4.00pm

Our tour will begin with the quintessential Japanese department store, Tokyu Hands. While Tokyu hands may seem commercial, some of the interior decor that you can find here are unique and can really add a nice touch to your house.

4.45pm

Next, I will bring you to my personal favourite store, a private label furniture retailer that has some of the most elegant and simple furniture pieces.

5.30pm

Next, we will bring you to a Furniture Street, where there is a cluster of furniture shops offering mostly inexpensive, vintage pieces

6.15pm

House tour and dinner

7.15pm

Walk back to Meguro Station, we will say our goodbyes here.

Very good

**11) 含まれるもの (Inclusions)**

**tips:** you do not need to include in everything. Just some items will do. Example: Train ticket to Disneyland and back. Homemade Bento breakfast. My kids (make it sound fun).

Dinner  
Home Decor Magazine

good

**12) 含まれないもの (Exclusions)**

**tips:** Don't be afraid not to include some cost so your selling price don't look too expensive. Example:

1) Disneyland tickets not included – we will buy the tickets together and maybe teach the kids how to buy too!

2) Dinner cost.

**tips: DO NOT exclude all costs. It will not be easy to convince people to buy your plan by just including your time only unless your time includes a skill. See pricing tips later.**

Transport Costs

ok

**13) 注意事項 (Things to Note)**

**tips:** This is to pre-inform the guests what they should prepare before the plan. It should also include the exact meeting point if required.

**GOOD:** Please bring comfortable stroller too if you are not comfortable renting at Disneyland. Meet me at Tokyo station, at the keiyo line. Message me if you are lost.

**POOR:** meet me at Tokyo station.

There may not be enough time to shop extensively at a certain location because we need to cover several places. We seek your kind understanding on this.

good

**14) ゲストへのお願い (Note to Guests)**

**tips:** this is something if you need to guests to reply to you.

Example: I have a 5years old boy. His name is Taka chan. He is friendly and active.

Your kids' age/gender/name. So I can also share with my boy that he will be meeting a big/younger brother/sister in advance.

Please let me know if you have any dietary requirements.  
Please let me know if you are bringing your kids along

ok

**15) プラン概要 (Summary) – max 100characters**

**tips:** This is another important selling information. It is like a subject of your email. An subject that is too long or boring will not make reader open that email. **It should sound proactive using verb!**

**Tips 2: You can fill in the USP section first then come back here**

**GOOD:** Let's have a Playdate with my 5yrs old son & I will show you how local family enjoy Disney! (92 characters)

**POOR: Let's go disneyland together!** (this does not capture how special is this plan. Going disneyland is easy for travelers by themselves, why will they want to go with you?)

Explore best furniture stores in Tokyo with interior designer and enjoy house tour at his own home

Don' t use a 3rd party tone. who is "his" home? it should be "our" home right?

## 16) プランの魅力(USP)

**tips:** Take the unique points in your program details. Without a proper program details, this part becomes difficult. It can be picked up from inclusions as well!

Example:

- 1) Playdate with a 5 years old Japanese boy
- 2) Hang out with me at my fav dinner place with kids playground
- 3) Homemade bento set

1) Learn about Japanese style interior design  
2) House tour hosted personally by us  
3) Dinner is provided

great

## 17) プラン開始日 / プラン終了日 (start date/end date)

**tips:** Try to make it at least 6months forward. You can pause your plan in between. Otherwise, it will make your plan hard to book. UNLESS it is a festival or season focused plan.

3 Jul 2018- 3 Jul 2019

ok

## 18) 予約可能日 / 予約不可能曜日 (available and unavailable days)

**tips:** Although making it daily makes it easy to get booking, but it should not be making Host having to adjust too much of their daily lives.

Example: I usually goes Disneyland every Wednesday, 4 x a month. But I think if I have a friend joining me, Tues or Thurs is also ok.

Weekends is family day with my husband. So NO weekends.

Only Saturdays

ok

## 19) 何日前まで予約が必要です (cut of timing)

**tips:** 3/5/7days before plan.

3 days is good if no preparation is required. : going Disneyland

5/7days is good if you need to prepare or make reservations: I will bring you to Ghibil museum after Disneyland.

5days

ok

## 20)最低参加人数 / 最高参加人数 (min and max pax)

**tips:** Min is 1 person, max is 8 person

If your plan involves kids or a lot of walking in crowded areas, then better to have lesser person

If you plan is easy to handle like going for a run around Disneyland, then you can have more person

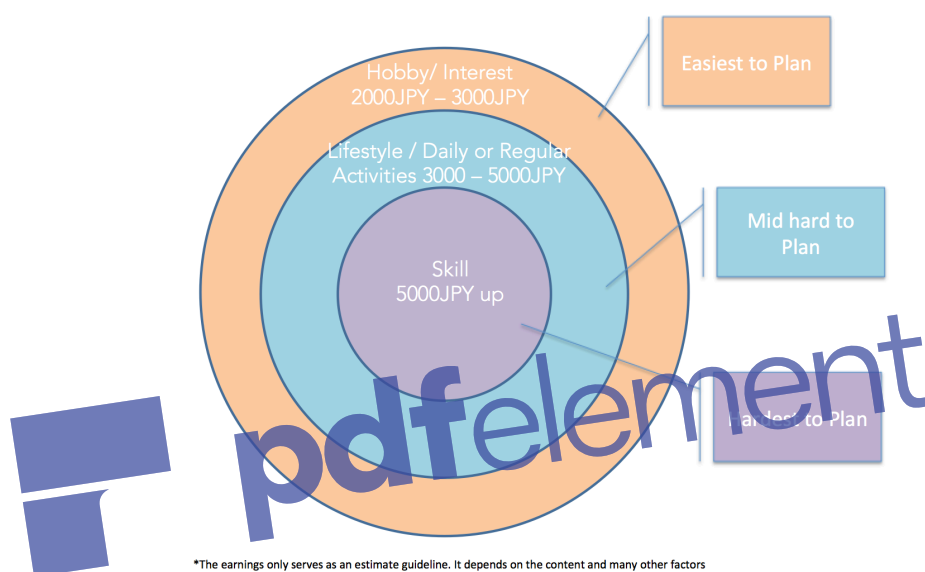
**For practice, we will use min 1 pax and max 4pax**

~no need to fill in~

21) 価格を設定する (Pricing) – sorry this is abit long but examples here will make it clear how to make a good pricing plan.

No of guest	Adult	Child	Plan is interesting. this will attract alot of travelers who like Japanese influence in their home decor
1	3500	1750	
2	3500	1750	
3	3500	1750	
4	3500	1750	Approved

**tips1** : This is another very important area. Enter correctly based on your plan and you will make your plan very attractive. It does not always need to be cheaper better but rather what type of plan it falls under.



There are 2 types of plan we found out travelers are looking for

- 1) **Sharing time** – sharing hobbies/interests/lifestyle
  - a. Example: Disney playdate with my kids
  - b. Reccommeded uploaded price: 3000-5000JPY/person
  - c. Tips to make such plan to have higher and sellable price:
    - i. If you include in meals or gifts or transportations (homemade bento)
    - ii. Have multiple experiences in a plan (disney with kids + dinner with playground + Kids subway culture)
- 2) **Skill sharing** – They learn a skill from a senseh or someone who is good at something.
  - a. Example: Having tea ceremony by a retired tea master.
  - b. Reccommeded uploaded price : 6000-8000JPY
  - c. Tips to make such plan even more attactive because of higher selling price
    - i. Have more than one experiences in a plan (teaching how to look out for good tea leaves even at the supermarket + tea ceremony + a visit to a tea place the tea master usually hang out)

**Tips 2: price is by per person.** Hosts can reduce the price to attract group booking. Example: 1-2person: 6000JPY per person. 3-4 person booking at the same time : 5000JPY/person. You are giving a 1000JPY discount but you gain 4persons booking at one shot

**Tips 3: price for kids.** To attract family customers, usually what tour agency do is to make child price really low or even free. But they up the adult pricing.

Example: Pay 2adults and child super discount tactic:

Normal pricing: Adt : 5000JPY Chd: 3000JPY = 13000JPY in total

NOW: Adt : 6000JPY Chd: 1000JPY = also 13000JPY in total but in this case, family more willing to pay because i can have the child experiencing a fun time while his cost is so low.

**Tips 4: Making it profitable for host on long run.** There are a few main cost HOSTs need to cost in.

- 1) Host get 80% of uploaded price. Selling price on APP is not uploaded price.
- 2) There is a 250JPY transcation fee for each payout
- 3) All the costs involve in plan : entry fee, gift/transportation cost
  - a. Example: Host uploaded 5000JPY
  - b. Our APP selling price is 5500JPY (this is explained in T&C that we need to buffer xrate lost and bank charges)
  - c. Host completed 2 person booking. His earnings will be  $(5000*2)*80\% - 250\text{jpy} = 7750\text{JPY}$
  - d. The cost for train and bento is 1500jpy. Thus my actual earnings is  $7750-1500 = 6250\text{JPY}$

**Tips 5: Don't fall into the trap of selling too cheap** and later realized it is not worth doing OR try to sell too expensive hoping to make a lot of money. At the end of the day, Hosts getting regular income is better than Hosts making bigger profit but only once a month.

