

For the Christmas push.

Christmas 2026 Sales Tear Sheet

"Join Kintaro on his hiking adventures across Japan!"

A bilingual English & Japanese nature adventure book — paired perfectly with a notebook for young explorers to record their own discoveries, just like Kintaro.

The notebook is no longer just an add-on — it's part of the story.



WHY THE BUNDLE SELLS ITSELF

THE BOOK	THE NOTEBOOK
Kintaro writes discoveries into his notebook	Your child does too
Explores Japanese wildlife	Record your own nature finds
Bilingual English & Japanese	Perfect for language learners
Inspires curiosity & adventure	The notebook captures it

PRODUCT & PRICING (HKD)

ITEM	PRICE
Single Book — I Slipped On A Poo!	HKD 180
Single Notebook — Kintaro's Explorer Notebook	HKD 90
Kintaro's Field Kit (Book + Notebook)	HKD 216
Family Pack (3 Field Kits)	HKD 648

CUSTOMER SAVINGS

Field Kit ~~HKD 270~~ HKD 216 Saves HKD 54	Family Pack ~~HKD 810~~ HKD 648 Saves HKD 162
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STOCK ALLOCATION

PACKAGE	QTY	BOOKS	NOTEBOOKS
Bundle	400	400	400
Family Pack	20	60	60
Single Book	20	20	—
Single Notebook	20	—	20
Reserve	—	20	20
TOTAL	460	500	500

REVENUE TARGET

PACKAGE	QTY	PRICE	REVENUE
Field Kit	400	HKD 216	HKD 86,400
Family Pack	20	HKD 648	HKD 12,960
Single Book	20	HKD 180	HKD 3,600
Single Notebook	20	HKD 90	HKD 1,800
TOTAL TARGET	460	—	HKD 104,760

SALES PRIORITY

01

Field Kit

HKD 216

Push first — the story sells it

02

Family Pack

HKD 648

Three Field Kits for families & schools

03

Singles

HKD 180 / 90

Book and notebook available separately

TARGET AUDIENCES

- Parents
- Educational and fun Christmas gift
- Schools & Teachers
- Bilingual EN/JP — curriculum friendly
- Japanese Language Learners
- Bilingual content is a huge draw
- Nature & Outdoor Families
- Kintaro's hiking theme resonates
- Corporate Gifting
- Family Pack — unique and memorable
- Japan Enthusiasts
- Wildlife and culture angle

PARTNER NOTES

- ' The notebook is in the story — sell the complete experience.
- ' Bilingual angle is a unique differentiator — lead with it.
- ' Schools and libraries are a strong secondary channel — pitch the Family Pack.
- ' 20 units of each held in reserve for mid-campaign top-ups.
- ' Train staff: "Kintaro writes in his notebook — now your child can too."
- ' Review mid-campaign to reallocate reserve stock as needed.