

“Bizloop”

The SMEs specific portal site
continues expansion and diversification



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The theme and strategy of the portal site " Bizloop "



The SMEs specific portal site "Bizloop" was a finalist in the "Corporate Information" department of the "Best Corporate Web Site" category in "The 2009 International Business Awards". Thereafter 'Bizloop' continues developing towards providing diverse services.

The portal site has carried out its mission to facilitate SMEs in Japan by exposing information via Web site, even after we applied for "The 2009 International Business Awards", Bizloop has prompted the release of the area-specific versions and mobile-adaptive ones.

Now Bizloop is going to take new strategies such as additional content of the area-specific version, OEM selling of portal build engine, and providing meeting places for SMEs and consumers.

Bizloop Search

<http://www.bizloop.jp/>



What is Bizloop? –Easy and free Web advertising media– 1



Any SMEs including corporations and private companies can release all kinds of information on the portal site easily like a blog, once they use "Bizloop".

The contents on the portal site "Bizloop" is as follows:

1・Basic Information of companies

Trade name, address, telephone number, and Google Maps in conjunction with addresses can be publicized.

2・Introduction of merchandise and services (maximum 3 pages to carry information across)

It is possible to introduce merchandise and services which the company deals with using images and textual information by hyperlink.

3・Inquiry mailing form

Bizloop has a mailing form which users interested in the released merchandise and services can use to send questions to the company.

4・Display on a mobile

All information registered on Bizloop can be browsed by mobile phones of major Japanese carriers.



What is Bizloop? –Easy and free Web advertising media– 2



The above-mentioned services are completely complimentary to use. Therefore Bizloop has met with a favorable reputation among SMEs' owners who do not have enough budgets to buy listing promotion or release information on media which tend to be expensive, and do not have enough know-how to advertise.



Growth performance of Bizloop



	April, 2009	April, 2010	Growth Rate
No. of registered companies	25,310	44,615	176.3%
No. of page view	357,719	596,952	166.9%
No. of unique users	145,006	271,402	187.2%
Other performances	<ul style="list-style-type: none"> • Release of the area-specific "Bizloop Fukuoka" (Sep.2009) • Supports the display of information on mobiles made by major Japanese carries. (Sep. 2009) • By the request for the major PR agency and a famous home appliance manufacturer, marketing research was implemented to SMEs "Bizloop" members and the mailing of magazines issued totaled 42,269. (11/2009) 		

The number of company users have dramatically increased and thus numerical data counts was doubled by providing PR methods to most Japanese SMEs who do not have high IT literacy.

With improvement of value as media because of the increase of registered companies and page view, various offers and alliances have been forthcoming from outer companies

Diversity 1 –Addition of community-based portal–



There is also a community-based version of Bizloop. Especially Kanaga prefecture specific Bizloop called "Bizloop Kawasaki" which achieved a close collaboration with the local government, was Winner of the "Government Information Department" in the category of "Best Corporate Web Site" at "The 2009 International Business Awards." "Bizloop Kawasaki" was part of a project having a theme "Transmission of familiar and understandable administrative information from a standpoint close to citizens'." Presently, the development of a governmental private sector "Bizloop" of the type of a similar concept is under development, thru co-operation with IF Net and partner enterprises.

Moreover we are going to release the following original area-specific Bizloop this year.

- "Bizloop Hiroshima", "Bizloop Aomori", "Bizloop Iwate",
- "Bizloop Akita", "Bizloop Miyagi", "Bizloop Yamagata",
- "Bizloop Fukushima", "Bizloop Ibaraki", "Bizloop Osaka",
- "Bizloop Hyogo", "Bizloop Shizuoka"

Once these area-specific portals startup, registered companies will get more precise measures for area marketing. IF Net will gain a platform where we can take strategies which is closer to the area on the aspects of collaboration with after-mentioned new portals and the sales of ad spaces.



Diversity-2 – OEM sales of Bizloop engine



Bizloop was designed to have a built-in OEM feature which can have an administrative account and control panel individually. It means the mass-production of portal sites whose core is Bizloop engine is feasible. The above-mentioned "Bizloop Kawasaki" also uses this OEM function. The next government-private sector joint portal will have a strong administrative structure and be released earlier thanks to this function.

In addition, also portal sites that can be administered by others other than IF Net. By the fact that OEM functioning is utilized at low cost and to obtain a speedy release is possible. It becomes possible to obtain the PR method which various enterprise groups, associations of commerce and industry meet local administrative members and citizens of our group and form the construction of the regional portal sites which specialize in the specific industry type. Simultaneously with this, it means that with the structure of corporate profits by the monthly amount, rental of the "Bizloop" engine as the new business model of IF Net is feasible.



Diversity - 3 – Encounters between SMEs & Consumers—

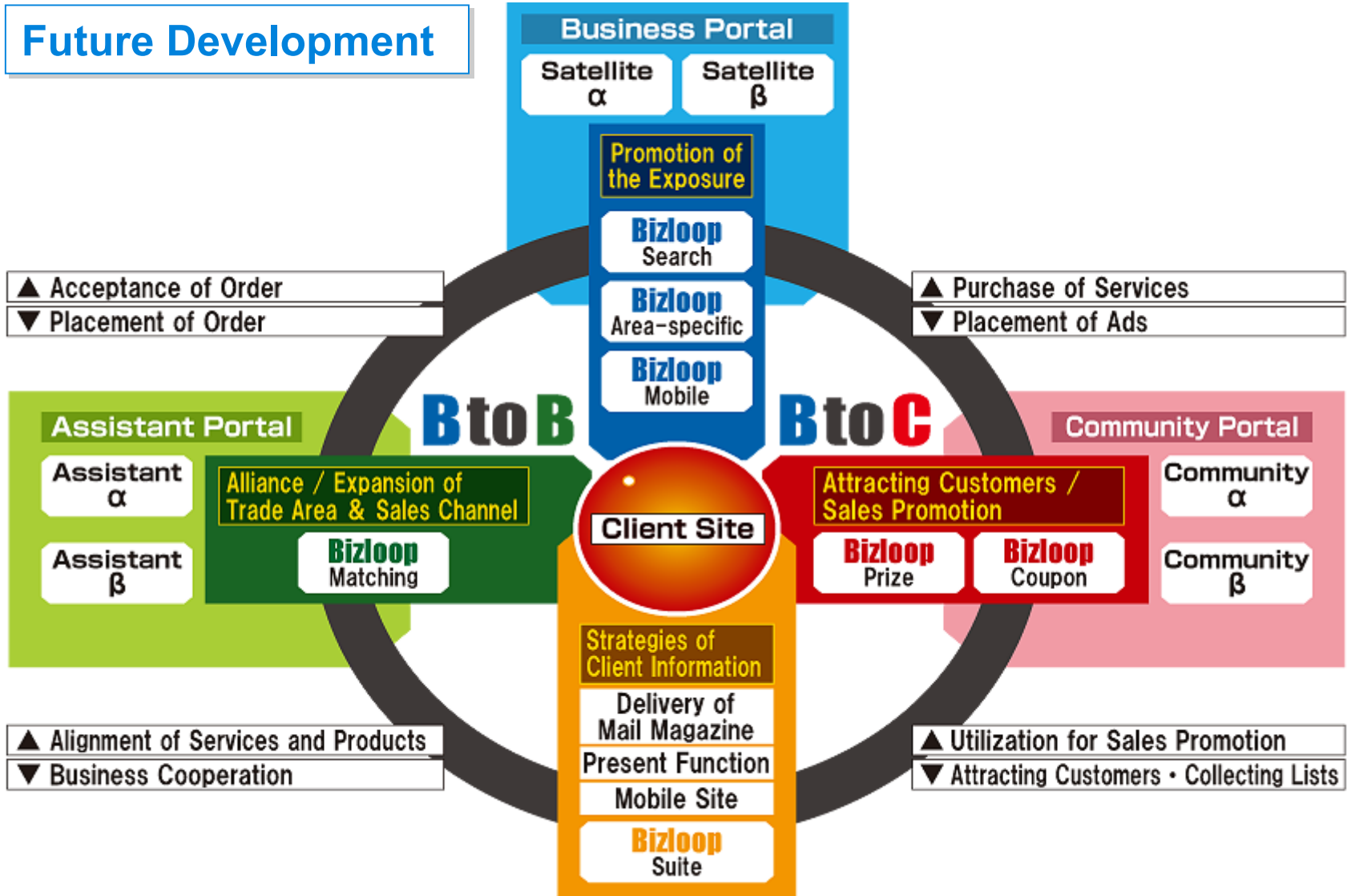


In addition to these "Bizloop" families, including the Web site in June, "prize campaign execution" and "coupon ticket issue" were designated as a theme. The portal site of two "Bizloop" brand new releases is complete. Close fusion with the existing "Bizloop" family is assured. Work of these new portal sights means that the market consumers will be engaged positively as the new target of "Bizloop", which mean SMEs shall publish their information on "Bizloop" and the effect will introduce the consumer to them directly. As for the enterprise which utilizes "Bizloop", they can obtain prize campaigns or issue coupons from the respective company. Also, not only thru passive information announcement exposure, sales promotion, customer recruitment thru "Push" style shall guarantee repeaters. It becomes possible more than ever to be able to secure direct profits.

Bizloop Coupon

<http://coupon.bizloop.jp/>

Correlative Map of IF Net's Media Business



Promotion of the Exposure

Bizloop Search <http://www.bizloop.jp/>
Bizloop Kawasaki <http://www.bizloop.jp/kawasaki/>
Bizloop Fukuoka <http://fukuoka.bizloop.jp/>

Attracting Customers/Sales Promotion

Bizloop Coupon <http://coupon.bizloop.jp/>
Bizloop Prize (Coming Soon !)

Alliance/Expansion of Trade Area & Sales Channel

Bizloop Matching <http://www.bizloop-match.jp/>

Strategies of Client Information

Bizloop Suite (CMS) <http://www.bizloop-suite.jp/>



The future of "Bizloop "



- the brand establishment by diversity of the "Bizloop" family -

The "Bizloop" family of IF Net in the future keeps continuing expansion and diversification as the media to which it can keep supporting SMEs' web marketing. Our goal is to be No.1 overwhelmingly as a comprehensive brand of internet services for SMEs.