

# One specific business strategy

## Practical matters

Just now, February 14th happened to be my birthday,  
so I searched online for restaurants in Sapporo offering

### "free birthday rates"

I found some that offered birthday cakes and free drinks. I don't often check out Hot Pepper Gourmet.

For me, who has overcome countless difficulties,  
this epiphany was easy.

#### ① Free birthday admission

The rationale for this is that it's easy to imagine people bringing family and friends.

And if even that is a concern,

it's fine to limit guests to two or more people.

Throughout the year, profits are bound to trend upward.

Rather than short-term cash, we should focus on maintaining stable profitability.

(At the station where the blame is being shifted)

① Because it's far from ~~

② Because of the recession

③ Because the food consumption tax will be 0%

(Specifically)

① Possibility that customers who have left will return → Why → Because we know

② Increased likelihood of new customers

If advertising costs and technical issues make this difficult,

word of mouth is an option, but it will take some time for results to be reflected.

(Note)

\*Leaving family

\*Leaving friends

I've never heard of this term.

Also, by the way, there's absolutely no need to worry about forged documents like My Number cards, and it shouldn't even be on the level of a credit company's screening process...

On a side note...

The request to compose an image song

That's sudden...

And ballet too...?

That's all.