

## STEPS Students Report

SAITO Mizuka (B4)  
Department of Civil Engineering

In Moscow State University (MSU), I studied about the possibility of BOP business in Uzbekistan and made a strategy for Japanese company to advance into the market. BOP is an abbreviation of Base Of Pyramid. The definition of BOP is those whose annual income is less than 3,000 US dollars. The target of the business is people in BOP. In many case of BOP business, the business solves social problems in the target area. Therefore, I searched social problems in Uzbekistan, and also I investigated many successful case of BOP business. Then, I abstracted the key factors to succeed in BOP business. I read the reports of World Bank, UNICEF, JETRO, and many articles about Uzbekistan. As a result, Uzbekistan is relatively wealthy country among developing countries, but the infant mortality is quite high; 36.7% in 2014. Then, as a target problem, infant mortality was set. About key factors, it was clear that the assistance of development organizations or NGOs was necessary and local resources should be utilized and the revenue model should be 'low margin – high volume'. Based on the information, I conceived that Boshitechou could improve the situation. As an aid of JICA, Boshitechou has been introduced to many developing countries and the infant mortality has been significantly improved. Therefore, I made a business scheme and made a strategy. Finally, I made a presentation for some professors and got advice. Unfortunately, no Uzbek student was in MSU, so I couldn't make an interview. Then, the evidence of Uzbek needs was very weak, but if the needs is proved by some survey, this plan has a potential to success. It was good experience for me to discuss with Russian professors. I could learn in which topic they are interested in, and how they think the matter. Also, I could learn the real life of local people. I expected local people's activities were highly restricted by the government and Russian people were unkind and unfriendly. However, I could learn it was not true. People freely enjoy their life and many people are kind and friendly. And, this is very surprising to me; many people are interested in Japan. They hope the relationship between Japan and Russia will be better. Now, Japanese people's impression of Russia is not good because, I guess, Japanese people still have an impression of Soviet Union, then they feel fear toward Russia. But, it is misunderstanding. Now Russia has changed. We Japanese should know the real situation. Through the stay in Moscow, my impression of Russia has changed. So, with more interaction, Japanese attitude toward Russia can change in the future. I can do only small things, but I would like to contribute to improve the relationship between Russia and Japan.