

New Product Development Request

Created date		October 19, 2020	
Sales Conference Secretariat reception①		Originating department Global Sales Department Section 1	
	Sugiyama	Shionoya	Nishimiya

I Application Section	Theme	Suction type 4-component portable detector (successor to GX-2012)		
	Sources. (customer)	Overseas Agents	Development Completed Desired Date	<u>October, 2021</u>
	Main Target Markets	Petrochemicals / Oil & Gas / Sewera	Presence or absence of existing models	<input checked="" type="checkbox"/> Y model <u>GX-2012</u> <input type="checkbox"/> N
	Competitive products	<ul style="list-style-type: none"> ▪ <u>RAE</u> company model: <u>QRAE III</u> type Sales Price <u>43,050</u> yen ▪ <u>GMI</u> company model: <u>PS-200</u> type Sales Price <u>48,300</u> yen ▪ <u>Gas Clip</u> company model: <u>Gas Clip Pump</u> type Sales Price <u>53,050</u> yen ▪ <u>New Cosmos</u> company model: <u>XP-302MR</u> type Sales Price <u>135,000</u> yen 		
	Contents (product need, development concept, etc.)			

①Development of inexpensive suction-type 4-component portable mainly for overseas markets.

②The IrDA module used in GX-2012 has been discontinued and is currently only available for 1 year and 8 months.

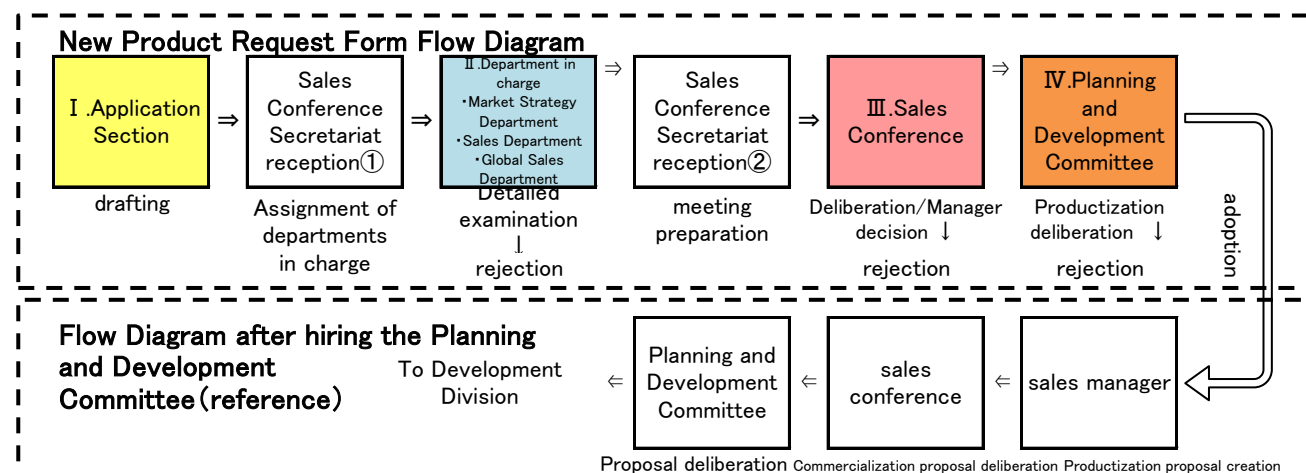
③Explosion-proof grade downgrade of GX-2012(Ex ia II C T4 Ga ⇒ Ex ia II B T4 Ga)

II Department in charge

☐ Market Strategy Department
☐ Sales Department
☒ Global Sales

☒ adoption
☐ rejection reason: _____

author
Yamada




Market Research

Created date		October 19, 2020	
Sales Conference Secretariat reception②		Department in charge	
Morisaka	Sugiyama	Yamada	Nishimiya

Department in charge

- ☐ Market Strategy Department
☐ Sales Department _____ Section
☒ Global Sales Department

II Department in charge 	Results of application review and marketability study	Based on the results of interviews with overseas distributors, there is a large price gap with competing overseas products, and there is a need to develop products that can win in overseas markets. Although tariff rates vary from country to country and region to region, it is difficult to compete unless you can sell to distributors for USD280 to USD320.						
	Sales Target (Units)	Market scale <u>20,000</u> units ※Overall market scale including existing products and products of other companies						
		New Product Targets	1st year	2nd year	3rd year	4th year	5th year	
			<u>6,500</u> units	<u>6,500</u> units	<u>6,500</u> units	<u>6,500</u> units	<u>6,500</u> units	
		Existing Model (if any)	fiscal year	fiscal year	fiscal year	fiscal year	fiscal year	
			<u>4,244</u> units	<u>3,836</u> units	<u>3,851</u> units	<u>4,541</u> units	<u>4,136</u> units	
	Basis for setting	Based on interviews with each distributor, the target is set at 6,000 units overseas (approximately 1.6 times) and 500 units in Japan (about the same level as the current situation).						
	Sales Price (plan)	New Product			Existing Model			
		List price	Average Sales Price		List price	Average Sales Price		
		See below	See below		See below	See below		
Basis for setting		New Product list price in Japan 173,000 yen Average Sales 103,800 yen list price outside Japan 73,500 yen Average Sales 32,025 yen Existing Model list price in Japan 173,000 yen Average Sales 108,447 yen list price outside Japan 125,475 yen Average Sales 49,199 yen						

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    A["The 938 th  
Results of Discussion (Date of Discussion: October 19, 2020)  
( ☐ adoption • rejection )  
Approval of this matter as drafted.  
Appeal to the Planning and  
Development Committee."] --> B["IV Planning and  
Development Committee  
Results of Discussion (Date of Discussion: Month/Year)  
( ☐ adoption • rejection )  
  
Whether or not a commercialization proposal is required  
( Yes • No )"]
  
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The 938 th
Results of Discussion (Date of Discussion: October 19, 2020)
(☐ adoption • rejection)
Approval of this matter as drafted.
Appeal to the Planning and
Development Committee.

approval
10/20
Kobu

IV Planning and
Development Committee
Results of Discussion (Date of Discussion: Month/Year)
(☐ adoption • rejection)

Whether or not a commercialization proposal is required
(Yes • No)