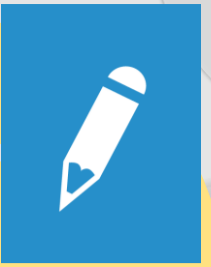




Promoting Economic opportunity and Cultural traditions within Native American Communities through the Co-Marketing of Tribal Agriculture and Timber products



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Abstract

Economic uncertainty is a fact in most of the Native American communities in the United States. The fact that the world is becoming ever more interconnected and the advancements of technology has allowed nations to communicate with each other in lightening time has changed the business landscape for all players involved. Native Americans can become involved with the vast collection of traditional and new age products that are traded and sold in the local and interstate pow-wow circuits. These products incorporate the timber and agricultural creativity of Native American culture and traditions.

The opportunity to share these products in the Japanese “gift” market would provide a greater customer base, increase employment in production and also increase the marketing skills that are needed to increase the Native America presence in the International market.

Exploratory surveys will be conducted within the domestic and Japanese markets to evaluate the potential product attributes. These surveys will provide important information that will increase the opportunity for success of co-marketing tribal products that will be packaged in tribal wooden gift boxes that will compete in the Japanese gift market. The goal of this project is to increase Native American entrepreneurship, collaboration between Native Nations and to positively promote the beautiful culture that is held within Native American communities to the international market.



Objectives

1. Sell Tribal Products in Domestic and International Markets
2. Promote the Cultural and Spiritual Respect that Tribes have for Land and other Tribal values.
3. Increase the Marketing Knowledge for Native Entrepreneurs to compete effectively in the Export Markets
4. Create a situation where the Intertribal Timber Counsel (ITC) and the Intertribal Agricultural Counsel (IAC) would together to promote each others products.
5. Search for the products that would show promise and dependability potential to place in a Tribal Gift Boxes to compete in the gift Market in Japan.
6. Analyses the Japanese Gift Market for potential entry and determine if a premium would be paid for Tribal Products
 1. Total annual gift giving expenditures for Tokyo:
 1. Monthly household expenditures (household & other)
 2. The population of Tokyo in 2013 may be a bit hard to understand there are 23 wards, but the metropolis has a population of 13,282,271. The greater Tokyo metropolitan area is much larger with a population that's estimated at close to 35 million. That means the greater Tokyo area is home to 25% of Japan's population, and it's the most populous metropolitan area in the world. Estimated Gift Market (\$15,1 billion)



What impacts will the results have?

Who benefits?

1. Communities within Native America will develop marketing and managerial skills
2. Reservation: The multiplier effect will potentially keep the revenue in the community longer increase capital investment locally
3. Generate Jobs:
 - **26.1%** (+/- 0.6) The percentage of civilian-employed single-race American Indian and Alaska Native people who worked in management, business, science and arts occupations in 2012
 - **2.8%** (+/- 0.3) Work in Agriculture-forestry, fishing, hunting, and mining.
 - Total Population of American Indian and Alaskan Native: 5.2 Million



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