



TAJIKA SHOJI CONSULTING

Helping you decide
if and *how*
to source from Japan



WHO we help

WHAT we offer

WHY us

HOW we deliver



WHO We Help



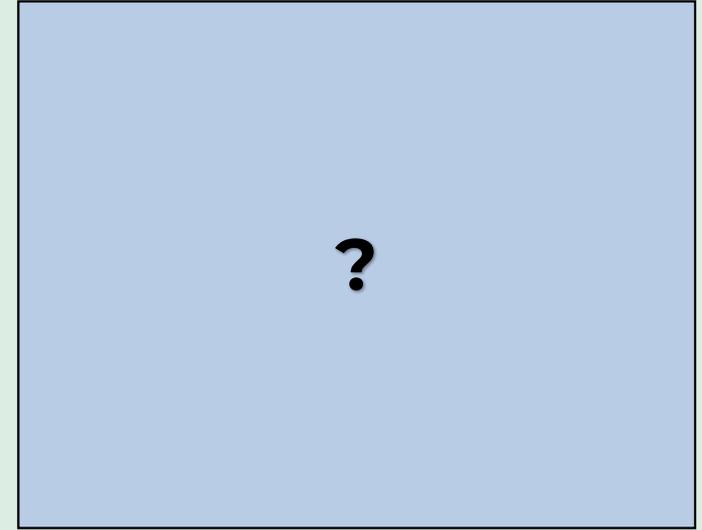
FOOD & BEVERAGE

Ex. We help *cafes* around the world understand the matcha market and source specifically based on their needs.



MANUFACTURERS

Ex. We help *furniture and interior design* companies source bamboo from various regions in the country.



YOU!

We cater across *markets and industries*, bringing you one step closer to sourcing from Japan.



WHAT We Offer

JAPAN SOURCING “PATHWAY”

What's included:

- Product feasibility assessment
- Indicative pricing & MOQ
- Lead time & production constraints
- Key risks & red flags
- Clear Go / No-Go recommendation

Price: \$800*

JAPAN SOURCING “MATCH & LOCK”

What's included:

- *Japan Sourcing Pathway*
- Local language outreach
- Supplier shortlisting (2–3)
- MOQ & pricing negotiation
- Sample coordination guidance
- Best-fit supplier recommendation

Price: \$1,900

CUSTOM PLAN AVAILABLE:
Tailored offer for your needs

*All Pricing in USD



WHY Us



Co-Founder
Brian Liao

Born in Taiwan and raised internationally, Brian combines financial expertise with hands-on operational experience in global trade.

With a background in industrial machinery imports, private aircraft sales, and procurement in the automotive and FMCG sectors, he brings deep knowledge in sourcing, finance, and logistics.

His focus is on delivering reliable, compliant, and sustainable supply solutions.



Co-Founder
Leon Tajika

Half German and half Japanese, Leon grew up in Germany, Thailand and China, giving him a truly global perspective from an early age.

He has built his career in strategy, marketing, and sales for major import companies, spanning multiple industries.

With a strong ability to connect markets and people, Leon specializes in driving growth and creating opportunities across borders.



HOW We Deliver

**JAPAN SOURCING
"PATHWAY"**

Matcha Pathway

for

MAHO DEMO S MATCHA
MAHO IS MAHO

SAMPLE WORKS:

The following pages* include a case study of our Japan Sourcing Pathway offer.

The client was starting a Matcha business in the United States, and required our expertise in understanding the matcha market as well as sourcing feasibility.

PACKAGE CONTENTS:

Project Brief
Matcha Supply Market Overview
Matcha Grade Overview
Sourcing Proposal #1 / #2
Regulatory Requirements

*Some details are redacted



Project Brief

Sample

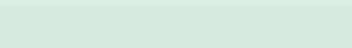
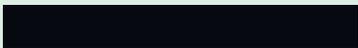
Project Overview

Background: Client hoping to start Matcha business in Greensboro, NC, where the market seems less saturated than other major cities in NC.

Objective & Success Criteria: provide all deliverables on time in full for a clear go/no go decision.

Deliverables

Tasks	Description	Lead time
Supply Market Assessment	Full market assessment of JP's Matcha supply incl. availability, quality differences & Unique regional attributes.	2W
COGS Estimate & Lead time	Identify supplier with sustainable supply & COGS from raw mat to FG (EXW/FOB) under 200USD/KG	2-4W
Key Risks (Q, Logi, etc.)	Key regulatory requirements and risks.	2-4W





Matcha Supply Market Overview

Sample

Structural Supply Shortage

Significant supply shortage, -20% vs. demand

Annual supply
c. 1.5k tons

Most Impacted Area
[Redacted] Grade

Aging Population &
Extremely High Barrier to Entry

Rapid Demand Growth

**Global CAGR 20-30%/Year since 2018
Doubling every 3-4 years**

Annual demand
c. 1.9 tons

Domestic: c.500 tons
US alone: c.1000 tons

JPY devaluation
Increase in Matcha health awareness & popularity

Climate Change Impact

Shading Material & Energy Cost CAGR 4-8% due to rapid climate change

40% loss in first flush
10-30% leaf damage

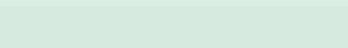
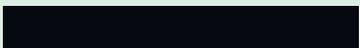
Since 2022
Higher labor costs: 15%-25%
High energy costs: 10-15%

Heat waves & irregular rainfall due to climate change

Ceremonial Grade Matcha price [Redacted] in [Redacted] years

Uji Matcha [Redacted] to source

[Redacted] Grade & [Redacted] Grade as most promising supply & sensible cost level

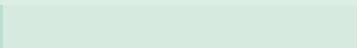
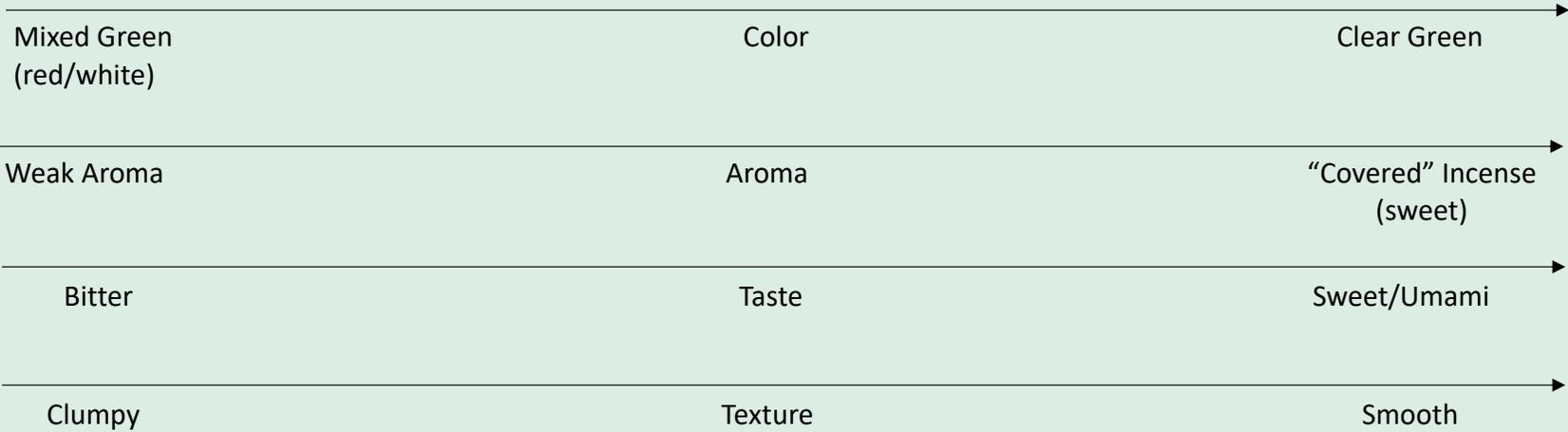




Matcha Grade Overview

Sample

	Low Culinary	Culinary	Ceremonial (Usucha/Thin tea)	Ceremonial (Koicha/Thick tea)
Price Range USD per kg				
Primary usage				





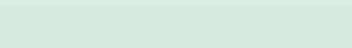
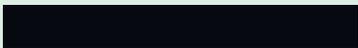
Sourcing Proposal #1

Sample

“Matcha Producer #1”

	Spot Order	Rebate Model (Rebate cashback at per volume level)	
Contract Required	[REDACTED]	[REDACTED]	
Payment Terms	[REDACTED]	[REDACTED]	[REDACTED]
MoQ per order	[REDACTED]	[REDACTED]	[REDACTED]
Annual Order Quantity	[REDACTED]	[REDACTED]	[REDACTED]
Price/kg	[REDACTED]	[REDACTED]	[REDACTED]
Annual Order Value	[REDACTED]	[REDACTED]	[REDACTED]
Concession %	[REDACTED]	[REDACTED]	[REDACTED]

- All quotes in EUR.
- Logistics costs & custom clearance fees excl.(EXW)
- Valid for 30 days after issue. quotes subject to change due to fx, supplier new pricing due to matcha shortage, etc.
- Sample cost for 50g: free upon request





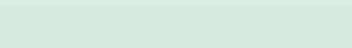
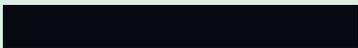
Sourcing Proposal #2

Sample

“Matcha Producer #2”

	Spot Order	Rebate Model (Rebate cashback at per volume level)	
Contract Required	[REDACTED]	[REDACTED]	
Payment Terms	[REDACTED]	[REDACTED]	[REDACTED]
MoQ per order	[REDACTED]	[REDACTED]	[REDACTED]
Annual Order Quantity	[REDACTED]	[REDACTED]	[REDACTED]
Price/kg	[REDACTED]	[REDACTED]	[REDACTED]
Annual Order Value	[REDACTED]	[REDACTED]	[REDACTED]
Concession %	[REDACTED]	[REDACTED]	[REDACTED]

- All quotes in EUR.
- Logistics costs & custom clearance fees excl.(EXW)
- Valid for 30 days after issue. quotes subject to change due to fx, supplier new pricing due to matcha shortage, etc.
- Sample cost for 50g: free upon request





Regulatory Requirements

Sample

Required for sales in U.S.

- FDA facility registration
- FDA Prior Notice
- FDA-compliant labeling

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

If Organic

- [Redacted]
- [Redacted]

