

AKIRA

makes life better

MARKET

AKIRA is a global consumer electronics brand with extensive market coverage in over 60 countries within the regions of ASEAN, Africa, the Middle East, Commonwealth of Independent States, Russia, Eastern Europe and East Asia.

It is owned by TT International Limited, a consumer electronics distributor and trading company founded in 1984. The company's sales and distribution network has steadily expanded over the years and AKIRA now sells a comprehensive range of consumer electronic products including audio-visual equipment, and home and kitchen appliances.

AKIRA has experienced strong and rapid growth ever since its launch. This has been achieved by leveraging on the distribution network established by its parent company and the strategic brand positioning as a company known for its quality and value-for-money products.

ACHIEVEMENTS

AKIRA has been the recipient of many awards that indicate confidence and brand acceptance, not only in Singapore but also throughout the region. The brand has been singled out as the Brand to Watch, named one of the 15 Most Valuable Singapore Brands, as well as one of the 15 Strongest Singapore Brands at the Singapore Brand Awards. The events were organised by International Enterprise (IE) Singapore to honour home brands that have strong local and international appeal.

The increasing consumer acceptance for the AKIRA brand in its home market of Singapore is



also reflected with AKIRA's award for the No. 1 DVD Player from market research organisation, The GfK Group, in recognition of its sales achievements for two consecutive years.

HISTORY

AKIRA's parent company, TT International Limited, was founded in 1984 as a consumer electronics distributor and trading company in Singapore. A multinational company, TT International has strong expertise in penetrating emerging markets worldwide. Industry-wide consolidation among consumer electronics brands created a strategic opportunity for AKIRA to enter the market. The company was quick to recognise the emergence of a consumer sector looking for products with basic features at affordable prices.

With an established distribution network already in place, the company focused on creating a brand that offered maximum value-for-money.

The strategy was a success. Having started in the mid 1990s with just 12 products, AKIRA now features more than 2,000 models.

TT International was listed in the Singapore Exchange in June 2000. Today its core businesses lie in:

- Sourcing, trading and distributing branded electrical and electronic products;
- Marketing, selling and managing the AKIRA brand of consumer electronic products; and
- Third-party warehousing and logistic services.

With its headquarters in Singapore and regional offices around the world, TT International is one of Singapore's leading international traders of electrical and electronic products. Since the launch of the Singapore International 100, a ranking by IE Singapore, TT International has been listed for two consecutive years as one of the top 30 Singapore companies in terms of overseas revenue.

Over the past 26 years,



the group has established strong business relationships with more than 100 suppliers and has successfully and profitably provided customers with value-added services.

PRODUCT

AKIRA has a comprehensive range of audio-visual products, home and major appliances catering to the requirements of modern households and businesses worldwide. The AKIRA product range includes:

- **Audio-Visual** – LED, LCD and plasma TVs, DVD players and recorders, portable DVD players, home theatre systems, boomboxes and multimedia speakers
- **Home & Kitchen Appliances** – pressure cookers, microwave and electric ovens, induction cookers, rice cookers, blenders, vacuum cleaners, kettles, thermo pots, steamboats, deep fryers, fans, irons, sandwich makers, toasters, gas cookers and stoves, hobs and hoods, and water dispensers
- **Major Appliances** – Air conditioning systems, chest freezers, display showcases, wine coolers, refrigerators and washing machines
- **Miscellaneous** – DECT phones, corded phones and private brand labels

RECENT DEVELOPMENTS

As part of its commitment to provide consumers with higher performance options at affordable prices, AKIRA has re-designed and developed a series of premium range products. Other than improving the aesthetics of its products, it has also enhanced its practical product features.

For example, its latest 46-inch slimline Full High Definition (HD) LED TV with a screen thickness of just 1.99cm is equipped with motion enhancement features and is also environmentally friendly. Other products such as the Mobile Cinema, a portable DVD player that can also play games and multimedia formats, have also been introduced into the market.

To further satisfy the demands of its ever-discerning consumers, AKIRA will also be introducing a premium range of Home and Kitchen Appliances. These include high performance and convenient bagless vacuum cleaners, rice cookers with “honey comb inner pot” for all round healthier cooking, and “one touch multi-

function” pressure cookers.

These are some of many products that have been strategically positioned to meet the growing demand of consumers with an interest in the latest technological trends at affordable prices.

PROMOTION

AKIRA tailors its advertising and promotional efforts towards local festive events. It also supports local athletics with its sponsorship of the Singapore Masters Athletics’ Track & Field Championships.

In addition, AKIRA has been one of the main sponsors of Singapore’s National Day Parades for six consecutive years. These sponsorships have endeared the brand to consumers in its respective markets, and it is now regarded as the people’s brand.

The company also believes in giving back to society and contributes greatly to the community at large. In Singapore, AKIRA collaborated with the South West Community Development Council under the EcoHome programme. In this programme, it donated thousands of electrical and electronic appliances to needy families within the district.

Over the years, AKIRA has placed strong effort in educating its customers on the benefits and features of its products through various point-of-sales collateral. In doing so, it allows custo-



mers to make better purchase decisions.

BRAND VALUES

AKIRA is committed to improving its customers’ quality of life. The key to the company’s success is a comprehensive range of well-designed, practical and quality consumer electronics at reasonable prices that meet and exceed the expectations of customers.

With a value-for-money market positioning for its products, AKIRA will continue to penetrate the mass-market segment in its entrenched and bridgehead markets, while further investing in the areas of quality assurance and control, product enhancement, sales and marketing, after-sales service and customer care.

The AKIRA Shield gives additional warranty for selected items to its customers, giving them greater satisfaction and peace of mind.

www.myakira.com



THINGS YOU DIDN'T KNOW ABOUT AKIRA

- AKIRA is a Global Brand with extensive market coverage in over 60 countries.
- The AKIRA Shield gives additional warranty for selected items to its customer, giving them greater satisfaction and peace of mind.
- AKIRA is committed to achieving higher quality standards for its products while maintaining a value-for-money positioning.
- The AKIRA Premium range takes into consideration total design and functionality, while offering consumers high quality products at an affordable price.
- The brand name “AKIRA” signifies brightness and the morning sunshine in Japanese. The sunshine in the morning symbolises a good start to the day and a new beginning in life.
- The letters “AK” and “RA” in the AKIRA logo are joined to symbolise parents and siblings holding hands, standing side-by-side with the letter “I” (symbolising oneself), and integrated as a family. AKIRA celebrates the family, with an emphasis on care and concern.
- The logo of AKIRA’s parent company, TT shows a sun. It is reflective of the sunshine that brightens up one’s day and ties in with AKIRA’s slogan – “Makes Life Better”.