



CCI's Rakusto Updated with New Plan Options, Allowing Manufacturers To Open Ecommerce Store with Single Product

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TOKYO, JAPAN, August 22, 2023 -- CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; "CCI"), a group company of CARTA HOLDINGS, Inc., is pleased to announce that its Rakusto service has been updated with new plan options, which become available today. This allows us to better serve different needs of different manufacturing clients, for example, a company with only one product (or 1 SKU) to sell or experiment with will now be able to take advantage of Rakusto capabilities to build a retail presence on various ecommerce platforms.



As part of CCI's Commerce Container solutions (see below), Rakusto is designed to help manufacturers wishing to sell their products directly to the consumer by using third-party ecommerce platforms, but having no resources or know-how internally. By taking advantage of Rakusto, all they have to do is to send their products to their Rakusto stores, and the rest will be taken care of by CCI, ranging from store building to operations, to traffic generations and promotion, and to fulfillment.



Rakusto has been updated with more plan options to better address different challenges faced by different manufacturers, including:

- We want to develop a D2C business, but do not have the necessary human resources in-house for e-commerce operations.
- We want to start with limited categories/products.
- We want to set right KPIs for promotional efforts but do not know how.
- We need help to choose the right ecommerce platform for our brand and products

About Commerce Container

Commerce Container focuses on ecommerce consulting services for manufacturing clients, and provides a full range of support services at one place including analytical and promotional services. We take a total approach to helping our clients maximize their ecommerce sales, rather than part-by-part optimization, whether they choose to use large ecommerce platforms such as Amazon, Rakuten and Yahoo! Shopping, or branded ecommerce websites or even social commerce.

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Inquiry form is available at <https://cartaholdings.co.jp/en/contact-ir/>