

HP POS System Customer Case Study Hyuga Rikyuan

HP Engage One Essential helps a Japanese confectionery shop focused on local ingredients to expand its sales channels

This Japanese confectioner's aim is to convey the emotions of the local communities to their customer, through their products.

With its main shop located in Miyazaki, Hyuga Rikyuan is a Japanese confectioner that has been expanding its sales channels based on this concept.

Hyuga Rikyuan has opened its fifth shop in Ginza, Tokyo, where HP's POS system is used.

Here we look at how the POS system is used in their business.



Working to communicate the wonders of Miyazaki Prefecture



Hyuga Rikyuan is a Japanese confectionery shop that makes sweets using chestnuts, a local specialty of Miyazaki. It was founded by Tatsuo Yuge, the Representative Director in August 2015. Since its foundation, the company has contributed to the development of the community with its specialty sweets.

Yuge explains: "Originally, I worked at the headquarters of a nationwide franchise chain. After that, I also worked as a management consultant, therefore I've always been closely involved with selling things to people including operating cash registers. After deciding to extend our business to Tokyo, we asked CREATE Co., Ltd. (hereinafter, referred to as "CREATE"), a system integrator in Miyazaki, to help us with the introduction of a POS cash register system." Hyuga Rikyuan had already attracted a lot of attention from end consumers before this and when the store in Ginza opened, it was inundated by the mass media.

"My thinking," Yuge reveals, "was that if we're going to make Miyazaki known for its delicacies, we had better open shops in various cities. From a business viewpoint, it's essential to centrally manage sales data, so we wanted a terminal that was easy to systematize but also able to show the full extent of its performance even in a small footprint." To that end, Mr. Yuge and CREATE decided to adopt HP Engage One Essential.

Collaborating with a company active in the same Prefecture

Also based in Miyazaki Prefecture, CREATE is a business operator that provides business solutions through IT, mainly by providing direct sales systems for agricultural producers. “There are many farmers in our area, so we support them by providing IT systems that meet their needs,” says Fukushima of CREATE, who also supported the introduction of the POS system at Hyuga Rikyuan. CREATE has worked on the development of POS systems for a long time, accumulating a wealth of knowledge and earning deep trust from local companies. They used this know-how to build a system with which Hyuga Rikyuan could open its new shop in Tokyo.

“In January 2022, we heard that HP would release HP Engage One Essential. Soon after that, when I was contacted by Hyuga Rikyuan to consult about their plan to open a new shop in Tokyo, I thought this would be the perfect product for them, so I suggested it to them. Its size is ideal for tenant shops, and its performance is more than adequate despite being an entry-level model. It also has plenty of ports, which means there’s plenty of scope for expansion. On top of all that, its stylish design means there’s no problem displaying it at a store counter,” says Fukushima.

The site area of Hyuga Rikyuan's new shop in Ginza EXITMELSA is about 6.6 square meters. You can find it in GINZA SWEET MARCH, a collection of sweets shops on the ground floor. “It’s a good location with brisk customer traffic,” Fukushima adds, “but obviously space is limited, so only two staff members can work together at any one time. This set of circumstances made me realize that a compact, space-saving product would be the best solution.”



Customer display showing not only the price but also an image of the product (front-right)

A typical POS cash register uses a 15.6-inch display, but HP Engage One Essential has a slightly smaller 14-inch display. Yuge reflects on his initial impression: “I was worried that its small-sized display might lead to operating errors. But looking at the actual product, I was pleasantly surprised by the size of its picture area and its image quality, which combine to make it quite eye-catching. Using it with the staff, we found the response was good and it was easy to tap. I felt sure that this would improve the efficiency of our work.”

Most POS cash registers have a pressure-sensitive touch panel, but HP Engage One Essential uses a capacitive touch panel. This results in a significantly improved response. And while 4:3 displays are generally used in the mainstream, HP Engage One Essential has a 16:9 display that ensures improved visibility and reduced size.

With great success, there are always some challenges



Mr. Tatsuo Yuge, Representative Director
Hyuga Rikyuan Co., Ltd.

Hyuga Rikyuan's Ginza EXITMELSA shop is visited by countless customers every day. "The shop manager, deployed from Miyazaki, seems to be a big fan of HP Engage One Essential. We use another type of a POS cash register in our other shops, but now the staff there want them to be replaced with HP Engage One Essential," says Yuge with a smile.

Hyuga Rikyuan uses a cloud service operated by CREATE to centrally manage the sales data from each shop. "This data is used in various aspects of business management," Yuge explains, "and we ask CREATE to collect all the necessary data."

He feels that they have to address new challenges after extending their business in Tokyo:

"These challenges are about POS cash register cables. Those cables mean you can't move the cash register from its place, and if you need to move it, you may have to have installation work done in some cases. Actually, we also have a mobile sales car, where we use a simple tablet as a cash register, but if we're viewing this as one of our shops, of course we would prefer to use the same system for centralized management."

Fukushima explains that CREATE has one clear objective:

"It's about payment systems. Nowadays, electronic payment services are getting more and more common, but in addition to payment services using QR codes and credit cards, which used to be the mainstream, there are also payment services using QR codes and IC cards. This increase in the diversity of payment services demands more supporting devices. This can't be solved with the technology provided by HP alone, but I've been considering how we can build some sort of collaborative system with payment service providers."

Sometimes, the sales staff who have to handle different payment methods make multiple typing operations when using a cash register, so this diversity of payment methods seems to lead to human error. "CREATE pointed out the big challenge the retailing industry is currently facing," Yuge confirms. "It would be a revolutionary change if it became possible to create a system that could handle any payment method. If and when that happens, I want HP to provide us with their ability to realize an all-in-one system in the truest sense."



Mr. Hiroshi Fukushima, Section Chief
Customer Service Department, CREATE Co., Ltd.

Working toward further expansion of sales channels

Yuge plans to increase the number of Hyuga Rikyuan shops in the future, describing his future vision as follows: "It's still a long way off, but I'm thinking of setting up sales bases overseas to communicate the unique attractions of Miyazaki Prefecture to people around the world. In that scenario, it would be great if we could use HP products and receive the support that only a global vendor can provide."

But, what about the plan for the production of confectionery to be sold overseas? “Actually,” Yuge answers, “all of our products are produced at our main shop, and we process them for preservation before shipping products to the other shops. We have carefully created our products in such a way that they taste best when they are thawed, so we can provide products with the same taste even outside Japan.” So it seems that any new shops, even in other countries, will be able to serve customers the highest quality Japanese sweets.

Hyuga Rikyuan also operates an e-commerce site that uses services provided by CREATE. “We want to spread the word across Japan about the great things that Miyazaki Prefecture has to offer,” says Fukushima. “I’m looking forward to maintaining a good relationship with Hyuga Rikyuan and contributing to the growth of their business.”



Yuge is more than happy with the partnership: “Thanks to HP Engage One Essential, the Hyuga Rikyuan Ginza EXITMELSA shop is operating smoothly. HP Engage One Essential plays a key role in our POS cash register system, so when we expand our shop network in the future, we’ll be able to train our employees with the same training program, which I believe will lead to improved work efficiency. But first of all, we’re aiming to expand our business throughout Japan by using HP’s products.” HP will continue to support Hyuga Rikyuan in collaboration with CREATE.

Click [here](#) for more information about HP Engage One Essential.

Click [here](#) for more information about CREATE Co., Ltd.

Click [here](#) for a more in-depth article featuring a conversation between HP Japan and CREATE.

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