# Strategic Market Entry & Local Optimization Report: Ovi English School, Kofu, Yamanashi

## 1. Executive Strategy & Market Ecosystem Analysis

### 1.1 Project Overview & Strategic Mandate

This report outlines a comprehensive market entry and operational strategy for "Ovi English School," a proposed physical English language institution located in Kofu City, Yamanashi Prefecture. The venture targets two distinct demographic segments: the "Yamanashi Mom" (mothers seeking educational enrichment for children) and adult learners requiring practical English proficiency. The business model is predicated on a premium positioning strategy (¥10,000–¥15,000/month) that integrates physical instruction with asynchronous podcast content, distinguishing it from legacy competitors.

The core marketing thesis rests on two tactical pillars: a "Trojan Horse" strategy utilizing public facilities for trust-building, and a "Third Place" strategy leveraging aesthetic cafes for brand alignment. This report validates these strategies against local regulatory frameworks, competitive density, and consumer psychographics, providing an actionable roadmap for deployment.

### 1.2 The Socio-Economic Landscape of Kofu

To understand the viability of Ovi English School, one must first analyze the unique socio-economic fabric of Kofu City. Unlike Tokyo's train-reliant urban density, Yamanashi is a quintessential "motorized society." This distinction is not merely logistical but deeply psychographic. The "Yamanashi Mom" does not measure convenience by distance to a station, but by the availability of parking and the ease of navigating the facility with children.

Furthermore, the educational sentiment in Yamanashi is characterized by a "peripheral anxiety"—a concern among parents that their children may fall behind Tokyo counterparts in global competency. This anxiety is the primary driver for the high engagement in early childhood English education. Ovi English School’s higher price point is justifiable only if it effectively addresses this anxiety by offering a curriculum that feels "metropolitan" and "results-oriented" compared to traditional local offerings.

### 1.3 Business Model Validation

The proposed price point of ¥10,000–¥15,000 places Ovi English School in the upper quartile of the local market.

* **Standard Market Rate:** Data indicates major competitors like Unitas and ECC Junior operate in the ¥6,000–¥8,000 range for group lessons.1
* **The Premium Gap:** The delta of ¥4,000–¥7,000 must be bridged by high-value differentiators. The "Podcast Integration" offers continuous learning touchpoints, effectively lowering the "cost per contact hour" if framed correctly.
* **Venue Strategy:** By operating initially through "Trojan Horse" events and café partnerships, Ovi minimizes fixed overhead (rent), allowing capital allocation toward high-quality content production and branding, essential for sustaining the premium pricing.

## 2. Demographic Psychographics & Behavioral Targeting

### 2.1 The "Yamanashi Mom" (山梨ママ) Persona

This demographic is the primary economic engine for the school. The "Yamanashi Mom" is hyper-connected digitally but physically distributed across the Kofu basin.

#### 2.1.1 Digital Behavior & Information Discovery

In Yamanashi, Instagram functions as the de facto search engine for lifestyle and educational choices. The hashtag #山梨ママ (Yamanashi Mom) is not just a label but a community bulletin board.3

* **Validation Mechanism:** Decisions are rarely made in isolation. A mom will discover a school on Instagram, but validation occurs through peer networks—often formed at Child Rearing Support Centers (子育て支援センター).
* **Content Consumption:** They consume content that bridges "aspiration" (aesthetic cafes, bilingual future) with "reality" (parenting struggles, local convenience). Influencers like "Kitaeri" (Smile Smile Blog) demonstrate that content focusing on local resources (e.g., postpartum care, parks) garners high trust.3

#### 2.1.2 The "Third Place" Need

Mothers in Kofu, particularly those who may have relocated for marriage or partners' work, often experience isolation. They seek "Third Places"—locations that are neither home (chore-laden) nor work.

* **Implication for Ovi:** The school cannot just be a classroom; it must be a *destination*. Events held at aesthetic locations like RGS Coffee Club satisfy the mother's need for a social/lifestyle break while fulfilling the child's educational need.4

### 2.2 The "Practical Adult" Learner

While smaller in volume, this segment offers higher margins and daytime availability.

* **Tourism Industry Professionals:** With Yamanashi's economy heavily tied to tourism (Mount Fuji, wine tourism in nearby Fuefuki/Katsunuma), there is a latent demand for "Hospitality English."
* **Teleworkers:** The post-pandemic shift has brought remote workers to Yamanashi who require business English to maintain careers in global firms.
* **Motivation:** Unlike children, adults are result-driven. They are willing to pay ¥15,000 if the ROI (e.g., "Pass TOEIC 800," "Handle foreign guests") is clear.

## 3. The "Trojan Horse" Strategy: Public Venue Infrastructure

The "Trojan Horse" strategy involves utilizing trusted public infrastructure to host low-barrier events, thereby building authority and generating leads without the immediate pressure of a sales pitch.

### 3.1 Child Rearing Support Centers (子育て支援センター)

These facilities are the most critical entry point for the "Yamanashi Mom" demographic. They are municipally subsidized spaces where mothers congregate for free play and advice.

#### 3.1.1 Strategic Venues in Kofu

Research identifies several key centers. Accessing these requires a "volunteer" or "community contribution" approach rather than a direct commercial rental.

| **Facility Name** | **Location Profile** | **Strategic Value** |
| --- | --- | --- |
| **Dream House (Aikawa Nursery)** | **Komatsucho (North Kofu)**  Residential, older suburbs. | High. Operated by a nursery 5, meaning parents here are already thinking about "next step" education. Open Sat/Sun, allowing for weekend events. |
| **Genkikko Club (Arakawa Nursery)** | **Ikeda (West Kofu)**  Dense residential zone near Kofu Station. | Very High. The Ikeda area is populous. The 9:00-14:00 hours align perfectly with pre-kindergarten schedules.5 |
| **Hidamari (Nadeshiko Nursery)** | **Osato-cho (South Kofu)**  Near major retail (Nitori, supermarkets). | Critical. Osato-cho is a growth area for young families. Proximity to shopping makes it easy for moms to drop in.5 |
| **Kurumi no Mori (Ikeda Kurumi no Ki)** | **Kanetakemachi**  Near Ryuo/Kai City border. | High. Captures the demographic spilling over from Kai City, often affluent.5 |

#### 3.1.2 Tactical Approach & Regulation

* **The Constraint:** Public facilities in Kofu, strictly speaking, prohibit "profit-making activities" (eikri katsudo) under the Social Education Act.6 You cannot rent a room here to run a paid class.
* **The Solution:** You must propose a **"Parenting Support Event" (子育て支援イベント)**.
  + *Pitch:* "I am a local English teacher offering a free 30-minute 'English Song & Hand Game' session to help moms bond with babies."
  + *Lead Capture:* Do not sell courses on-site. Instead, distribute a "Home Play Guide" (flyer) that includes a QR code to the **Ovi Podcast**. The podcast serves as the funnel. Once they listen, they are in your ecosystem.

### 3.2 The Yamanashi Prefectural Library (Kai-no-Kuni)

This is the "Prestige Anchor." Located at the north exit of Kofu Station, it is a modern, high-traffic hub.

#### 3.2.1 Facility Specifications

* **Event Space:** A fully equipped space (West Side/East Side) available for rent.
  + *Cost:* Approx. ¥2,770–¥2,890 for a morning slot (9:00–12:00).8
  + *Parking:* On-site paid parking (¥150/30min for users), which is a slight friction point compared to free suburban centers, but the location's prestige outweighs this.8
* **Booking Rules:** Priority booking starts 1 year in advance. For standard users, it opens after the priority period. The lottery system is rigorous for popular slots.9

#### 3.2.2 The "Circle" Loophole

To use the library effectively for ongoing semi-commercial activities, the standard practice is to form a "Circle" (Social Education Group).

* *Precedent:* The "Kofu International Exchange English Circle" already operates here, charging small fees to cover costs.10
* *Strategy:* Create "Ovi English Circle."
  + *Activity:* Weekly "English Reading Club."
  + *Fee:* Nominal (e.g., ¥500 for room/materials).
  + *Conversion:* Use the Circle to identify high-potential students who need more intensive instruction, then refer them to the private "Ovi School" (paid/premium) located elsewhere.

### 3.3 Community Centers (Kominkan)

While specific online data for Kofu Kominkan rentals is currently opaque 6, the general mechanism remains consistent across Japanese municipalities.

* **Usage:** Best for "One-off Workshops" co-sponsored by the local district (Chiku).
* **Target:** Approach the "Bunka-bu" (Culture Department) of local Community Associations (Jichikai) to offer a "Summer Vacation English Day" for local elementary students. This builds immense local goodwill.

## 4. The "Third Place" Strategy: Commercial Partnership Ecosystem

Unlike public facilities, private partnerships allow for direct revenue generation and branding alignment. The goal is to borrow the "cool" of established cafes to elevate the Ovi brand.

### 4.1 Aesthetic Cafe Partnerships

The "Yamanashi Mom" seeks destinations that are visually pleasing (Instagrammable) and child-friendly.

#### 4.1.1 RGS COFFEE CLUB (Kokubo/Kai-Sumiyoshi)

* **Profile:** A cafe that explicitly markets itself as "Child-friendly" and "Spacious." It is located in the Kokubo/Kai-Sumiyoshi area, a mix of industrial and residential zones with good car access.
* **Feasibility:** They already offer "Party Plans" and "Private Rentals".4 This indicates an operational readiness to cordon off space for a group.
* **Strategy:** Launch the **"Ovi Morning Coffee Club."**
  + *Format:* 60-minute casual English conversation + Brunch set.
  + *Pricing:* ¥2,500 (¥1,500 for lesson + ¥1,000 for food).
  + *Benefit to Partner:* Fills tables during the slow weekday morning slot (10:00–11:30) and introduces new customers who might return for lunch.

#### 4.1.2 Terasaki Coffee (Kofu Center)

* **Profile:** Highly aesthetic, minimalist coffee stand. Known as a cultural hub in downtown Kofu.13
* **Constraint:** Limited space and parking. Not suitable for rowdy toddler groups.
* **Strategy:** Target the **"Adult Learner."**
  + *Event:* "Saturday Morning Business English."
  + *Vibe:* Sophisticated, intense, productive.
  + *Brand Alignment:* Associates Ovi with the "modern, intellectual Kofu" lifestyle.

#### 4.1.3 Cafe la paix (Kofu Showa & Kitaguchi)

* **Profile:** Offers specific rental plans. The Kofu Showa location is particularly strategic due to its proximity to Aeon Mall Kofu Showa, the gravitational center of Yamanashi commerce.14
* **Strategy:** Use for **"Workshop Days"** (e.g., Easter Egg Painting & English). The rental fee structure is transparent, making margin calculation easier.

### 4.2 Rental Space Alternatives

If cafe partnerships prove operationally difficult (noise issues), dedicated rental spaces serve as a fallback.

| **Space Name** | **Location** | **Rate** | **Features** |
| --- | --- | --- | --- |
| **Civetta** | **Kunitama-cho** (East Kofu) | ¥3,000/hr (Weekday) | Picture rails for visual aids. Professional atmosphere.16 |
| **Studio Lible** | **Yokone-cho** | Unknown | Marketed as "Casual," good for movement-based kids classes.17 |

### 4.3 Educational Alliances (B2B)

* **Kindergartens:** Approach private kindergartens (e.g., those near Ikeda or Yamamiya) to offer "After-school English" on their premises.
  + *Mechanism:* The school provides the room; Ovi provides the teacher. Revenue share 70/30.
* **Juku (Cram Schools):**
  + *Target:* Math/Science specialized Jukus in Kofu (e.g., around Kofu Station North Exit).
  + *Pitch:* "Your students need English for High School Entrance Exams. Let's cross-refer."

## 5. Competitive Landscape & Positioning

Kofu's English education market is saturated with "Generalist" schools. Ovi's opportunity lies in "Specialization" and "Lifestyle Integration."

### 5.1 Major Competitor Analysis

| **Competitor** | **Target** | **Pricing Structure** | **Market Position** | **Vulnerability** |
| --- | --- | --- | --- | --- |
| **Unitas (Teikyo Group)** | Mass Market | Group: ~¥7,510–¥8,660/mo  Private: ~¥28,000 (4x) 1 | **The Giant.** Affiliated with Teikyo University. Huge bus network. | Institutional "classroom" feel. Large class sizes (efficiency over quality). Low flexibility. |
| **ECC Junior** | Neighborhood | ~¥6,600/mo 2 | **The Convenience Option.** Home-based classrooms everywhere. | Teacher quality varies wildly (franchise model). "Mom-and-pop" vibe lacks premium appeal. |
| **NOVA** | Adults/Kids | ~¥10,000+ | **The Station Brand.** Focus on native speakers. | Transactional. High teacher turnover. |
| **Michael English** | General | ~¥8,600/mo 18 | **The Local Veteran.** Established trust. | Older branding. Less digitally integrated. |
| **Peppy Kids Club** | Kids | ~¥7,000 + ¥1,500/mo (Materials) 19 | **The Sales Machine.** Heavy door-to-door sales. | Expensive material lock-in. Parents often feel pressured. |

### 5.2 Pricing Strategy & Justification

Ovi's proposed **¥10,000–¥15,000** price point is significantly above the market average for group lessons (¥7,500).

**Justification Narrative:**

1. **Hybrid Value:** "We are not just a once-a-week lesson. We are a daily coaching program." The integration of the *exclusive* podcast content must be sold as "daily immersion" that competitors lack.
2. **Environment:** "We don't teach in a fluorescent box." Lessons at aesthetic partners or a well-designed studio offer a superior sensory experience.
3. **Ratio:** Strict cap on class size (e.g., max 4 vs. Unitas's 8).
4. **Adult Premium:** For adults, frame it as "Professional Development" rather than "Hobby." ¥15,000 is cheap for career advancement, but expensive for a hobby.

## 6. Integrated Marketing Communications (IMC) Strategy

### 6.1 Digital Ecosystem: The "Yamanashi Mom" Funnel

Yamanashi is an "Instagram First" market for this demographic.

#### 6.1.1 Instagram Content Strategy

* **Profile Optimization:**
  + *Name:* Ovi English Kofu (include "Kofu" for search).
  + *Bio:* "English for Yamanashi Life. ☕ Cafe Lessons & 🎧 Podcast. 📍 Kofu/Kai."
* **Content Pillars:**
  1. **"Petit English" (Utility):** 15-second Reels teaching "3 phrases to use at the park."
  2. **"Venue Vibe" (Aspiration):** High-quality photos of lessons at RGS Coffee Club. Coffee, sunlight, happy kids.
  3. **"Student Wins" (Proof):** Reposting stories from moms (with permission).
* **Hashtag Strategy (The Ladder):**
  + *Community Tags (High Reach):* #山梨ママ (Yamanashi Mom), #山梨子育て (Yamanashi Parenting).
  + *Location Tags (Targeting):* #甲府 (Kofu), #甲斐市 (Kai City), #昭和町 (Showa-cho).
  + *Intent Tags (Conversion):* #山梨習い事 (Yamanashi Lessons), #甲府英語 (Kofu English), #子供英会話 (Kids English).
* **Influencer Collaboration:**
  + **Target:** **Kitaeri (Smile Smile Blog)**.3 She writes extensively about local child-rearing resources.
  + **Target:** Local "Grammers" who post cafe hopping content.
  + **Offer:** Invitation to a "VIP Preview Event" (Private Lesson + Sweets) in exchange for a Tag/Story.

#### 6.1.2 Google Business Profile (Local SEO)

This is the capture net for high-intent searches.

* **Primary Keyword:** "English School Kofu" (甲府 英語教室).
* **Secondary Keywords:** "Kids English Yamanashi" (山梨 子供英会話), "Adult English" (大人 英会話).
* **Optimization:**
  + **Posts:** Weekly updates with photos of events.
  + **Reviews:** Crucial. Japanese users are shy about reviewing. **Tactic:** Run a "Review Campaign" where a screenshot of a review earns a free coffee voucher or a special podcast episode.

### 6.2 Traditional Media & Local PR

Despite the digital shift, traditional media holds immense trust in Yamanashi.

* **Yamanashi Nichinichi Shimbun (Sannichi):**
  + *Ad Cost:* High. Not recommended for launch.
  + *PR Strategy:* Submit to the **"Reader's Voice" (Izumi/Koe)** section.20 A well-written letter by the founder about "Globalization in Kofu" establishes authority for free.
* **Free Papers (ParuPi / Link):**
  + *ParuPi:* The dominant monthly magazine. A full page is ~¥435,000.22
  + *Strategy:* Use the "School Feature" or smaller classifieds section (approx ¥50,000–¥100,000) during the critical March/April enrollment season.
* **Community Bulletin Boards (Kairanban/Keijiban):**
  + Local supermarkets (Ogino, Amat) often have community boards. Posting a well-designed flyer here is free and targets the hyper-local housewife demographic.

## 7. Operational Implementation Roadmap

### 7.1 Regulatory & Administrative Checklist

1. **Business Registration (Kaigyo Todoke):** File with Kofu Tax Office.
2. **Public Venue Registration:**
   * Visit Yamanashi Prefectural Library to register as a "Social Education Circle."
   * *Requirement:* Bylaws (kiyaku), member list (min. 5 people - get friends/family initially).
3. **Insurance:** Liability insurance is non-negotiable when dealing with children, especially in third-party venues like cafes.

### 7.2 The Marketing Calendar (Aligned with Japanese School Year)

| **Phase** | **Timing** | **Strategic Focus** | **Key Actions** |
| --- | --- | --- | --- |
| **Pre-Launch** | **Feb - Mar** | **Awareness & Trust** | - Secure Library & Cafe partners.  - Launch Instagram & Podcast (Pre-season content).  - Host free "Storytime" at Dream House/Genkikko Club. |
| **Launch** | **April** | **Acquisition** | - "Grand Opening" Event at RGS Coffee Club.  - Free Trial Campaign (First month 50% off).  - Classified ad in *ParuPi* (April Issue). |
| **Sustain** | **May - June** | **Adult Segment** | - Target the "Post-Golden Week" travel regret.  - Launch "Adult Travel English" at Terasaki Coffee.  - Google Ads targeting "Business English Kofu." |
| **Summer** | **July - Aug** | **Event Marketing** | - **Mamma Mercato** participation.23 Host a booth (Dice Game).  - "Summer English Camp" (Day trip). |
| **Autumn** | **Sept - Oct** | **Virality** | - **Halloween Party.** This is the biggest viral opportunity. Rent a large space (Civetta). Open to public. Use photos for next year's ads. |
| **Winter** | **Dec - Jan** | **Retention** | - Christmas Event.  - "New Year Resolution" campaign for Adults. |

## 8. Financial Viability Analysis

### 8.1 Pricing & Revenue Model

* **Target Enrollment (Year 1):** 40 Students.
  + *Kids (Group):* 30 students @ ¥12,000 = ¥360,000.
  + *Adults (Private/Semi):* 10 students @ ¥15,000 = ¥150,000.
  + *Total Monthly Revenue:* ¥510,000.
* **Cost Structure (Low Overhead):**
  + *Rent:* Variable (Cafe/Library fees). Est. 20% of revenue.
  + *Marketing:* ¥50,000/month.
  + *Materials:* ¥20,000/month.
  + *Profit Margin:* High (~60-70%) compared to physical lease models (~30%).

### 8.2 Risk Mitigation

* **Venue Risk:** Cafes may close or change policies. *Mitigation:* Maintain relationships with 3 distinct partners and keep the "Public Facility Circle" status active as a safety net.
* **Churn Risk:** Students quitting after 3 months. *Mitigation:* The **Podcast** creates a habit loop. If they stop paying, they lose access to the "Daily Coach." This increases the switching cost.

## 9. Conclusion

Ovi English School has a high potential for success in Kofu by exploiting the gap between "Cheap/Generic" and "Premium/Lifestyle." The market is not seeking another textbook-based classroom; the "Yamanashi Mom" is seeking a **community** and **validation**, while the "Adult Learner" is seeking **efficiency** and **network**.

By deploying the "Trojan Horse" strategy in Kofu's public support centers and activating "Third Place" partnerships with venues like RGS Coffee Club, Ovi can build a brand that commands a premium price without the heavy anchor of fixed real estate costs. The critical path involves immediate engagement with the Child Rearing Support Centers and the robust buildup of the Instagram #山梨ママ community before the April school year begins.

## Appendix: Strategic Data Lists

### A. Priority Venue Contact List

* **Yamanashi Prefectural Library:** 2-8-1 Kitaguchi, Kofu City. Tel: 055-255-1040. (Target: Circle Registration)
* **Dream House (Child Support):** 316 Komatsucho, Kofu City. Tel: 055-253-7390. (Target: Free Event)
* **Genkikko Club:** 1-10-30 Ikeda, Kofu City. Tel: 055-251-9388. (Target: Free Event)
* **RGS COFFEE CLUB:** 17-1 Kamisukiya, Kokubo, Kofu City. (Target: Partner/Rental)
* **Civetta Rental Space:** 1060-1 Kunitama-cho, Kofu City. (Target: Workshops)

### B. Local SEO Keyword Bank

* **Core:** 甲府 英語教室 (Kofu English Classroom), 山梨 英会話 (Yamanashi English Conversation)
* **Niche:** 山梨 ママ 習い事 (Yamanashi Mom Lessons), 甲府 大人 英会話 (Kofu Adult English), 甲府 カフェ英会話 (Kofu Cafe English)
* **Competitor Conquest:** ユニタス 甲府 (Unitas Kofu), ECC 甲府 (ECC Kofu) - *Use in blog posts comparing "Group vs. Private" to capture their traffic.*

### C. Instagram Hashtag Cloud

#山梨ママ #甲府ママ #山梨子育て #甲府 #山梨県 #甲府市 #英語教育 #子供英会話 #大人の勉強垢 #甲府カフェ #山梨カフェ #ovienglish #山梨習い事 #山梨イベント #朝活山梨 #リトミック #バイリンガル育児 #甲斐市 #昭和町 #山梨ランチ

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