

# 5 - The Best Way to Enjoy a Stroll Through the Marketplace in Another World

Source: [Crunchyroll](#)

Translator:

Editor:

Timer:

QC:

(Please feel free to edit the speaker names if incomplete or inaccurate. Names are handled on a best-effort basis depending on the info on the source file. Dialogue is left as is.)

**SIGN** Bar

**[00:08] OL ULMANDRA**

Hey, are you a student?

**[00:11] OL ULMANDRA**

Must be nice, living off of your parents  
and having your subscriptions paid for.

**[00:15] YOUNGSTER GNOME**

Hmph.

**[00:16] OL ULMANDRA**

Are ya watching foreign dramas?

**[00:18] YOUNGSTER GNOME**

So annoying.

**[00:19] OL ULMANDRA**

Annoying?! Whaddaya mean annoying?!

**[00:22] OL ULMANDRA**

Jeez, kids these days...

**[00:25] UCHIMURA {M}**

*In fact, you're younger.*

**[00:27] YOUNGSTER GNOME**

So there's backlash in the  
IT-related fields, huh.

**[00:30] YOUNGSTER GNOME**

But I can cut the losses here.

**SIGN** Spot Trading

**SIGN** Spot Buying

**SIGN** Spot Sales

**SIGN** Edit or Cancel Order

**SIGN** Margin Trading

**SIGN** Buying New Credit

**SIGN** New Credit Sale

**SIGN** Credit Cancellation

**[00:36] UCHIMURA {M}**

*A stock market trader!  
And an expert at that.*

**[00:46] OL ULMANDRA**

Hey, why don't ya take off your  
hood while you're in the bar...

**[00:53] OL ULMANDRA**

Hey, I said take off that hood  
while you're in the bar.

**[00:57] OL ULMANDRA**

I'm telling ya to take it off!

**[01:00] OL ULMANDRA**

Don't you ignore me!

**[01:03] OL ULMANDRA**

Come on, take it off, off, off!

**[01:04] UCHIMURA {M}**

*There's something I must take off  
and leave behind as well...*

**[01:04] YOUNGSTER GNOME {background}**

I. Don't. Want. To!

**[01:07] OL ULMANDRA {background}**

Quickly...

**[01:10] YOUNGSTER GNOME**

I'm going to expose you!  
I'm going to expose you!

**[01:12] UCHIMURA {M}**

*Which is...*

**[01:16] UCHIMURA {M}**

*My current stance on this job.*

**[01:19] UCHIMURA {M}**

*Until now, I've been working on  
this country's problems*

**[01:22] UCHIMURA {M}**

*under direct orders  
from the Demon Overlord.*

**[01:25] UCHIMURA {M}**

*However, in order to further develop  
the Demon Army moving forward,*

**[01:28] UCHIMURA {M}**

*I must proactively find  
and solve said problems!*

**[01:36] UCHIMURA**

Uchimura, off I go!

**[03:10] VOICE 1**

Welcome!

**SIGN** Episode 5:

The Best Way to Enjoy a Stroll Through the Marketplace in Another World

**[03:10] VOICE 2**

You'll lose out if you don't buy it!

**[03:12] VOICE 3**

Best deals on bleeding today!

**[03:15] VOICE 4**

Welcome! Welcome!

**[03:17] VOICE 5**

I'll make it cheaper for you!

**[03:19] VOICE 6**

It's a good deal!

**[03:20] VOICE 7**

Welcome, welcome.

**[03:22] UCHIMURA**

Wow, it certainly is bustling here.

**[03:27] ULMANDRA**

W-Well, this is the liveliest marketplace  
in the Demon Army's castle town.

**[03:32] UCHIMURA**

I knew inviting you was the  
right choice, Ms. Ulmandra.

**[03:36] UCHIMURA**

Oh, your clothes look cute!

**[03:38] UCHIMURA**

They give off a different vibe, and it's lovely.

**[03:40] ULMANDRA**

Oh...

**[03:42] ULMANDRA**

Do they? Thanks...

**[03:44] ULMANDRA {M}**

*Cute?! Me?!*

**[03:47] (Flashback) OLULU**

Um, you wanted to discuss  
something with me...?

**[03:50] (Flashback) ULMANDRA**

U-Uchimura said if I'm okay with it,

**[03:52] (Flashback) ULMANDRA**

he wanted to go to the marketplace  
with me tomorrow...

**[03:54] (Flashback) OLULU**

Does that mean you were  
invited to go on a date?

**[03:57] (Flashback) ULMANDRA**

W-W-What should I do?!

**[04:00] (Flashback) OLULU**

Please calm down.

**[04:01] (Flashback) ULMANDRA**

A date is a one-on-one battle!

**[04:03] (Flashback) ULMANDRA**

I need suitable armor!

**[04:06] (Flashback) ULMANDRA**

I was thinking of wearing this to it!

**[04:08] (Flashback) ULMANDRA**

It'll expose my whole body to the fullest  
and show off my physical beauty!

**[04:13] (Flashback) OLULU**

The moment he sees you,  
he's going to cringe.

**[04:15] (Flashback) ULMANDRA**

Why?!

**[04:16] (Flashback) OLULU**

Did you forget?

**[04:18] (Flashback) OLULU**

Mr. Uchimura is a human, so  
eccentric outfits are out.

**[04:22] (Flashback) OLULU**

Isn't it better to wear something  
that's dainty and cute

**[04:26] (Flashback) OLULU**

with a decorative feel to it?

**[04:27] (Flashback) ULMANDRA**

I'd be embarrassed to  
wear something like that...

**[04:31] (Flashback) OLULU**

This outfit is a hundred times  
more embarrassing, you know!

**[04:34] ULMANDRA {M}**

*Thank you, Olulu!*

**[04:36] ULMANDRA {M}**

*Thanks to you, I think this  
date might turn out well!*

**[04:39] UCHIMURA**

Thanks to you, this research  
may turn out well.

**[04:42] ULMANDRA**

Yeah!

**[04:43] ULMANDRA**

Huh? Research...?

**[04:45] UCHIMURA**

Oh? Didn't I tell you?

**[04:48] UCHIMURA**

We're going to research the  
marketplace together.

**[04:51] ULMANDRA {M}**

*We're here for work!*

**[05:00] ULMANDRA**

And? What are we researching?

**[05:03] UCHIMURA**

To put it simply, we're gathering information.

**[05:06] UCHIMURA {N}**

*By hearing their opinions and seeing the situation for myself,*

**[05:09] UCHIMURA {N}**

*I'm hoping to get a hint of what is needed to make the Demon Army even better.*

**[05:15] UCHIMURA**

Well, let's first just enjoy the marketplace together as customers.

**[05:21] ULMANDRA {M}**

*But, it's still not a date!*

**[05:26] MERCHANT 1**

Oh? You're the new elite general, the Overseas Manager, Mr. Uchimura!

**[05:32] UCHIMURA**

Oh, yes. How did you know that?

**[05:34] MERCHANT 1**

There's a rumor going around among the merchants that

**[05:37] MERCHANT 1**

a human wearing strange clothes has become an elite general.

**[05:41] UCHIMURA**

Oh?

**[05:41] MERCHANT 1**

For example, that long cloth necklace you're wearing.

**[05:44] MERCHANT 1**

I've never seen one in any country.

**[05:47] UCHIMURA {M}**

*Impressive as expected...*

**[05:47] MERCHANT 1 {background}**

Now that I'm seeing it for myself, that outfit certainly does look strange...

**[05:48] UCHIMURA {M}**

*Merchants are always looking out for situations and rumors*

**[05:51] UCHIMURA {M}**

*in order to promote their business accordingly.*

**[05:55] UCHIMURA {M}**

*There's no reason not to use their network to gather information.*

**[06:00] MERCHANT 1**

And over there is the famous Inferno Assailant, Ms. Ulmandra.

**[06:05] MERCHANT 1**

Could it be that you two are...

**[06:07] ULMANDRA**

D-Don't get the wrong idea!

**[06:09] ULMANDRA**

We're surveying the marketplace!

**[06:10] MERCHANT 1**

Oh, I see.

**[06:12] MERCHANT 1**

Anyway, since there are two elite generals present,

**[06:15] MERCHANT 1**

I'll show you my special products.

**[06:20] UCHIMURA**

Oh...

**[06:21] UCHIMURA {M}**

*Made of pure gold... Are they foreign goods?*

**[06:23] MERCHANT 1**

I'll give you a discount on these glasses if you buy them as a pair.

**[06:29] MERCHANT 1**

They can become wedding glasses as well.

**[06:31] ULMANDRA {M}**

*W-Wedding?!*

**[06:32] UCHIMURA**

I'll take them.

**[06:33] ULMANDRA**

What?

**[06:34] UCHIMURA**

In exchange, I want to ask you something.

**[06:37] MERCHANT 1**

Oh? As you wish.

**[06:39] ULMANDRA {M}**

*H-Hey, they're wedding glasses?! Does that mean...*

**[06:43] UCHIMURA**

Ms. Ulmandra... I know we're in the middle of work, but I can't hold back my feelings!

**[06:48] UCHIMURA**

Let's immediately make a toast with these glasses.

**[06:51] ULMANDRA {M}**

*G-Goodness... You're the one who said this was work, Uchimura.*

**[06:56] ULMANDRA {M}**

*What is this sudden mixing of public and private matters...*

**[06:58] UCHIMURA**

Is something the matter?

**[07:00] ULMANDRA**

Huh?!

**[07:00] MERCHANT 1**

Thank you for your business as always!

**[07:02] UCHIMURA**

I was able to get good information and product samples.

**[07:05] UCHIMURA**

Now, let's continue our research!

**[07:08] ULMANDRA {M}**

*We're still working!*

**[07:18] DEMI-HUMAN CHILDREN {background}**

Yay! How's that?!

**[07:22] DEMI-HUMAN CHILDREN {background}**

Get 'em right there! Right there!

**[07:25] DEMI-HUMAN CHILDREN {background}**

Yay!

**[07:29] UCHIMURA**

Now then, Ms. Ulmandra, let's go over today's results from our research.

**SIGN** Ogre Tribe

**SIGN** Minotaur Tribe

**SIGN** Demon Army

**[07:33] UCHIMURA**

To begin, the annexation alliance policy with the demi-human races such as the Ogre tribe

**SIGN** Annexation Policy

**SIGN** Annexation Policy

**SIGN** Culture

**SIGN** Exchange of Personnel

**[07:38] UCHIMURA**

has led to a thriving exchange of cultures and personnel.

**[07:41] ULMANDRA**

Yeah, come to think of it.

**[07:42] ULMANDRA**

There are more stores that sell items we've never seen before,

**[07:45] ULMANDRA**

which has attracted more attention.

**[07:46] UCHIMURA**

However, there is also a negative side to this policy...

**[07:50] ULMANDRA**

A negative side?

**[07:51] UCHIMURA**

There's a food problem.

**[07:53] UCHIMURA**

It's becoming more difficult to cover the food supply

**[07:56] UCHIMURA**

for the rapidly increasing population.

**SIGN** Food

**[07:58] UCHIMURA**

Especially, the price of the staple food gim has inflated abnormally,

**[08:01] UCHIMURA**

putting pressure on people's lives.

**[08:03] ULMANDRA**

Yeah. It's just way too expensive!

**[08:05] ULMANDRA**

But when I went to the gim merchant's store...

**[08:08] (Flashback) ULMANDRA**

Make it cheaper!

**[08:10] (Flashback) SHOPKEEPER**

Th-There's nothing I can do. We're a business, too, you know?

**[08:13] (Flashback) SHOPKEEPER**

We'll close for good if I do that!

**[08:15] ULMANDRA**

They didn't seem like they were profiting off of it.

**[08:18] ULMANDRA**

Just what is...

**[08:20] UCHIMURA**

It seems like there's a problem with wholesale pricing.

**[08:24] ULMANDRA**

What do you mean?

**[08:25] UCHIMURA**

Wholesalers mediate transactions so that products made by producers

**[08:29] UCHIMURA**

can be smoothly distributed to stores.

**[08:31] UCHIMURA**

They should be buying the gim  
produced by the farmers in bulk,

**SIGN** Farms

**SIGN** Wholesale

**SIGN** Store

**[08:35] UCHIMURA**

and distributing it to stores, but...

**[08:37] UCHIMURA**

If a wholesaler decides to sell the gim at a  
high price to make excessive profit,

**SIGN** Wholesale 10,000 G

**[08:40] UCHIMURA**

the store that bought it will have no  
choice but to raise the price as well...

**[08:44] ULMANDRA**

Then we should just walk over to  
those wholesalers right now, and...

**[08:47] UCHIMURA**

This is still only based on assumptions.

**[08:49] UCHIMURA**

Wholesalers are managed by a large  
commercial organization called a guild.

**[08:54] UCHIMURA**

If we act recklessly, it could lead  
to a problem that could shake the nation.

**[08:58] UCHIMURA**

We must take our time for now  
and proceed with caution.

**[09:03] ULMANDRA**

I see.

**[09:04] UCHIMURA {M}**

*The wall between demons and  
demi-humans is just one of many.*

**[09:07] UCHIMURA {M}**

*There are still many problems in this  
country that cannot be solved simply.*

**[09:11] UCHIMURA {M}**

*Calmly, we must solve each  
one, one at a time.*

**[09:16] UCHIMURA**

So with that, our market research is done.

**[09:19] UCHIMURA**

What should we do now, Ms. Ulmandra?

**[09:21] UCHIMURA**

There's still time.

**[09:24] ULMANDRA {M}**

*I-Is... it a date?!*

**[09:25] UCHIMURA**

As my thanks, I...

**[09:27] ULMANDRA {M}**

*Is it a date?!*

**[09:28] GNOME**

Uchimura.

**[09:31] UCHIMURA**

Ms. Gnome!

**[09:33] UCHIMURA**

What a coincidence meeting you here.

**[09:36] UCHIMURA**

Are you here to shop?

**[09:37] GNOME**

Today is Ruuya after all.

**[09:39] UCHIMURA**

Hm? Ruuya?

**[09:41] GNOME**

Well, simply put, it's an  
old custom of my race.

**[09:45] GNOME**

On this day we give gifts  
to those we care about.

**[09:47] UCHIMURA**

I see. So you're getting things  
for the people in your unit?

**[09:51] GNOME**

Well, it's not for the one who's  
dying to kill me over there. That's for sure.

**[09:55] ULMANDRA**

Grrrr!

**[09:57] CHIMO COUPLE**

Master Gnome!

**[10:02] ZUMO**

Please... Please...

**[10:04] CHIMO**

Help us.

**[10:06] CHIMO/ZUMO**

Save our store!

**[10:07] GNOME**

Hmm...

**[10:08] UCHIMURA/ULMANDRA**

Oh...!

**[10:11] ZUMO**

Please help us...

**[10:17] UCHIMURA**

What in the world happened?

**[10:20] ULMANDRA**

Tell us.

**[10:23] CHIMO**

For years, my husband and I have run this store selling a food called chimozu...

**[10:30] ZUMO**

However, year after year, sales have been declining.

**[10:32] ZUMO**

Just when we were worrying about what to do, that merchant appeared.

**[10:37] ZUMO**

A big merchant named Butagalian placed a large order on the spot,

**[10:43] ZUMO**

saying that since gim prices are soaring, he could make a profit off of chimozu,

**[10:47] ZUMO**

which is cheap and keeps you full.

**[10:50] CHIMO**

We were ecstatic and stayed up all night to make it.

**[10:54] ZUMO**

However, come morning of the deadline,

**[10:56] ZUMO**

we were informed that he was going to pull out of the deal.

**[10:59] ZUMO**

He said that he didn't know chimozu only kept for one day!

**[11:00] ZUMO {background}**

What?!

**[11:03] ZUMO**

It's just too cruel.

**[11:05] CHIMO**

We'll have no choice but to close our store with a large amount of unsold goods.

**[11:10] GNOME**

Uchimura, I heard you're not only a strong negotiator,

**[11:14] GNOME**

but you also have a deep knowledge of cooking.

**[11:16] GNOME**

Is there no way to handle this?

**[11:18] ULMANDRA**

Uchimura.

**[11:20] UCHIMURA**

The situation seems pretty dire.

**[11:23] UCHIMURA**

But if we make good use of the information  
we gathered from our market research,

**[11:27] UCHIMURA**

then perhaps...

**[11:38] UCHIMURA**

No...

**[11:42] UCHIMURA**

I'm *certain* I can save this store!

**[11:44] ULMANDRA**

All right, that's more like it!

**[11:46] ULMANDRA**

Aren't ya glad?! Right?

**[11:48] CHIMO/ZUMO**

Yes, yes we are!

**[11:49] CHIMO/ZUMO**

Thank you so much!

**[11:51] GNOME**

I take it I can trust those words.

**[11:54] UCHIMURA**

Yes.

**[11:55] UCHIMURA**

Will you leave this to me?

**[11:59] GNOME**

I'm counting on you, Uchimura.

**[12:01] ULMANDRA**

Uchimura and I will handle the rest.

**[12:03] ULMANDRA**

Shoo, shoo!

**[12:05] UCHIMURA**

In a business, it's important to verbalize  
the goals you wish to achieve.

**[12:10] UCHIMURA**

So, first off, let's clarify  
the goal we're aiming for.

**[12:14] ULMANDRA**

Yeah!

**[12:14] CHIMO COUPLE {background}**

Yeah...

**[12:15] ULMANDRA**

Come on, you guys, too!

**[12:17] CHIMO COUPLE**

Yeah!

**[12:18] ULMANDRA**

Uchimura, continue!

**[12:20] UCHIMURA**

O-Oh, right.

**[12:21] UCHIMURA**

The chimozu expires today.

**[12:24] UCHIMURA**

Which means we need to sell  
300 servings of chimozu,

**[12:28] UCHIMURA**

which is equivalent to half a month's  
worth of sales, by the end of the day.

**[12:33] ULMANDRA**

We'll sell it all!

**[12:35] CHIMO COUPLE**

We'll sell it all!

**[12:37] ULMANDRA**

Continue!

**[12:38] UCHIMURA**

U-Um, and so...

**[12:40] UCHIMURA**

When I ate the chimozu earlier,

**[12:42] UCHIMURA**

it was very similar to a food called  
mochi from the world I came from.

**[12:46] UCHIMURA**

The rustic look and taste...

**[12:48] UCHIMURA**

I can see why it's been  
popular here for so many years.

**[12:51] UCHIMURA**

But it lacks a bit of impact.

**[12:52] CHIMO/ZUMO**

Yeah...

**[12:54] UCHIMURA**

However, on the contrary, this  
will work to our advantage.

**[12:57] CHIMO COUPLE**

What?!

**[12:58] ULMANDRA**

Our advantage?

**[12:59] UCHIMURA**

Yes. Just like the mochi,

**[13:01] UCHIMURA**

since the chimozu doesn't  
have an assertive taste,

**[13:03] UCHIMURA**

it can easily be combined with  
other dishes for a variety of recipes.

**[13:06] ULMANDRA AND OTHERS**

Oh...

**[13:07] UCHIMURA**

And so, the question is what kind of recipe should we use.

**[13:10] UCHIMURA**

What is your current customer base?

**[13:12] CHIMO/ZUMO**

Oh...

**[13:13] ZUMO**

Chimozu is an old-fashioned food, and most of our customers are elderly,

**[13:18] ZUMO**

but now it's losing popularity amongst them as well.

**[13:21] ZUMO**

To be honest, we're tired of it too...

**[13:23] ULMANDRA**

You don't like your own product?!

**[13:25] CHIMO**

Some youngsters don't even know the name.

**[13:27] UCHIMURA**

I see...

**[13:29] UCHIMURA**

Then, since we don't have much time, from here on let's split the work.

**[13:33] UCHIMURA**

The married couple and I will team up to brainstorm new uses for the chimozu.

**[13:36] CHIMO COUPLE**

Y-Yes, sir!

**[13:37] UCHIMURA**

Ms. Ulmandra will go around to the stores listed here,

**[13:41] UCHIMURA**

and request their assistance with our strategy.

**[13:44] ULMANDRA**

Leave it to me!

**SIGN** Wow!

**SIGN** Amazing!

**SIGN** That's nice!

**SIGN** Amazing!

**SIGN** What's that?

**SIGN** Where should we start?

**SIGN** Oh, wow!

**SIGN** Look! Look!

**SIGN** Look! Look!

**SIGN** What's going on?

**[14:05] UCHIMURA**

Come now, everyone! Behold!

**[14:08] UCHIMURA**

Today is Ruuya Day!

**[14:09] UCHIMURA**

You can shoot a hellhog,

**[14:11] UCHIMURA**

sumo wrestle beetles,

**[14:13] UCHIMURA**

and whack a Doguran mole!

**[14:16] UCHIMURA**

Please enjoy!

**[14:19] ULMANDRA**

Go! Right there!

**[14:20] ULMANDRA**

Push 'em over, Ulmaru!

**[14:24] ULMANDRA**

All right!

**[14:27] ULMANDRA**

Oh, uh, I haven't forgotten about work.

**[14:30] ULMANDRA**

Is this okay, Uchimura?

**[14:32] UCHIMURA**

Yes, it's just what I had in mind.

**[14:34] BOY (DEMON)**

That looks fun. Can we stop and play?

**[14:37] MOTHER (DEMON)**

We can, but what is Ruuya Day?

**[14:39] PASSER-BY**

I've never heard of it.

**[14:41] UCHIMURA**

I'm glad you asked!

**[14:44] UCHIMURA**

Ruuya Day. It's a holiday based on an old legend.

**[14:49] UCHIMURA**

Once upon a time...

**[14:52] UCHIMURA**

there was a very beautiful girl  
and a young man selling chimozu.

**[14:57] UCHIMURA**

One day, the two happened to meet at  
the marketplace and fell in love.

**[15:00] UCHIMURA**

However, a powerful man who  
wished to make the girl his queen

**[15:05] UCHIMURA**

burned with jealousy and  
forbade them from ever meeting again.

**[15:11] UCHIMURA**

Even so...

**[15:12] UCHIMURA**

the girl and the young man met  
on a dark night of "Ruuya,"

**[15:16] UCHIMURA**

which means "new moon" in their language.

**[15:19] UCHIMURA**

While eating chimozu, they wished  
to someday live together.

**[15:24] UCHIMURA**

That was when their wish  
reached the heavens,

**[15:27] UCHIMURA**

and they were welcomed  
to the starry world by a rainbow

**[15:32] UCHIMURA**

and lived happily ever after.

**[15:36] UCHIMURA**

The end.

**[15:39] UCHIMURA**

And so, this lore has become the basis  
for what is known as Ruuya Day.

**[15:43] UCHIMURA**

And tonight is a new moon.

**[15:45] UCHIMURA**

If you give chimozu to your loved ones,  
such as a lover or family member,

**[15:49] UCHIMURA**

and exchange and eat it together,

**[15:52] UCHIMURA**

your wish may come true.

**[15:55] MOB CUSTOMER 1**

Oh, sounds like fun.

**[15:56] MOB CUSTOMER 2**

Maybe I'll buy it and give it a try.

**[15:58] UCHIMURA{M}**

*All right! They're responding well.*

**[16:02] UCHIMURA{M}**

*I'm glad I asked Ms. Gnome  
about Ruuya's lore in detail.*

**[16:07] UCHIMURA{M}**

*Holiday marketing around  
days such as Christmas, Valentine's Day,*

**[16:11] UCHIMURA{M}**

*and more recently, Ehoumaki  
sushi rolls and Halloween,*

**[16:14] UCHIMURA{M}**

*has been very successful in increasing  
consumers' eagerness to buy.*

**[16:20] UCHIMURA**

Okay, you two!

**[16:22] CHIMO COUPLE**

There!

**[16:29] MOB CUSTOMER 2**

It's colorful and fancy!

**[16:29] OTHER MOBS {overlap}**

So pretty!

**[16:30] MOB CUSTOMERS**

It's like a rainbow in the night sky!

**[16:32] MOB CUSTOMERS**

I want to eat that!

**[16:33] MOB CUSTOMERS**

Well, why don't we get  
all seven colors then.

**[16:36] MOB CUSTOMERS**

Me, too!

**[16:37] CHIMO**

Y-Yes!

**[16:37] ZUMO**

Thank you very much!

**[16:39] UCHIMURA**

We also have table seating available.

**[16:41] UCHIMURA**

Please enjoy the stores  
around while you relax.

**[16:46] MOB CUSTOMERS {background}**

Yum!

**[16:46] ULMANDRA**

Chimozu was supposed to be food  
meant for geezers and hags,

**[16:47] MOB CUSTOMERS {background}**

This isn't bad at all.

**[16:49] ULMANDRA**

but it's all young customers.

**[16:52] UCHIMURA**

This is the base of this  
marketing strategy.

**[16:54] UCHIMURA**

It's called repositioning.

**[16:56] ULMANDRA**

Repo...

**[16:57] ULMANDRA**

What's that?

**[16:58] UCHIMURA**

Products whose the sales have declined due to the passage of time

**[17:02] UCHIMURA**

can be increased again by changing the main target customer

**[17:07] UCHIMURA**

to a customer base that suits the times.

**[17:09] ULMANDRA**

A customer base that suits the times...?

**[17:11] UCHIMURA**

Ms. Ulmandra, recall the market research from earlier.

**[17:15] UCHIMURA**

If we roughly categorize the market customers,

**[17:18] UCHIMURA**

the proportion of young people and families was surprisingly high.

**[17:21] UCHIMURA**

Who better to target than people who are not familiar with chimozu

**[17:26] UCHIMURA**

and are interested in trying new products?

**[17:28] ULMANDRA**

I see!

**[17:30] ULMANDRA**

That's why you chose that chimozu recipe

**[17:32] ULMANDRA**

and used other stores to gather customers.

**[17:34] ULMANDRA**

It looks like it'll keep the store from going out of business.

**[17:34] ZUMO {background}**

Thank you so much!

**[17:36] CHIMO {background}**

Thank you.

**[17:37] CHIMO COUPLE {background}**

Yes!

**[17:37] UCHIMURA**

Yes. On the contrary, it may become the most popular item in this market overnight.

**[17:38] CHIMO COUPLE {background}**

Yes, here you go!

**[17:41] CHIMO COUPLE {background}**

Yes! Seven colors! Thank you very much!

**[17:43] UCHIMURA**

No, it will!

**[17:44] UCHIMURA**

This is the dawn of the chimozu!

**[17:51] ULMANDRA**

Hey, Uchimura?

**[17:53] UCHIMURA {mumbles}**

Eventually, they could open chain stores

**[17:55] UCHIMURA {mumbles}**

in other marketplaces and nations.

**[17:57] UCHIMURA {mumbles}**

The information gained there could  
be used by the Demon Army to—

**[17:57] ULMANDRA**

Huh?

**[17:59] ULMANDRA**

H-Hey! U-Uchimura?!

**[18:01] ULMANDRA**

What's wrong, Uchimura?!

**[18:02] ULMANDRA**

Uchimura?!

**[18:03] ULMANDRA**

Come back!

**[18:10] ZUMO**

To think we were able to sell out...

**[18:13] CHIMO**

How shall we ever repay you?

**[18:15] ULMANDRA**

Don't worry about it.

**[18:17] UCHIMURA**

Besides, we were only able to sell out  
successfully because of your hard work.

**[18:21] ULMANDRA**

Yup. Yup.

**[18:23] UCHIMURA**

And also with Ms. Gnome's assistance.

**[18:25] ULMANDRA**

Yup. Y-Yu...huh?

**[18:26] ULMANDRA**

Wait, why does she get mentioned here?!

**[18:28] ULMANDRA**

She's the one who didn't help and just left!

**[18:31] UCHIMURA**

There were a few demi-human  
customers who mentioned this.

**[18:35] (Flashback) DEMI-HUMAN MAN**

I heard from Ms. Gnome and came by.

**[18:37] (Flashback) DEMI-HUMAN WOMAN**

Is this the place where  
something fun is happening?

**[18:40] UCHIMURA**

I'm sure after that, she went around  
and told people about this store.

**[18:50] ULMANDRA**

Hmph, what a roundabout way of doing things.

**[18:52] UCHIMURA**

Some customers said that because  
you were helping a demi-human's store,

**[18:55] UCHIMURA**

it changed their views  
of demons a little bit.

**[18:59] ULMANDRA**

I-I don't care whether someone is a  
demon or demi-human in the first place!

**[19:03] ULMANDRA**

I just don't like *her*, that's all.

**[19:05] ZUMO**

Um... This is...

**[19:06] CHIMO**

A little thanks from us.

**[19:08] UCHIMURA/ULMANDRA**

Huh?!

**[19:09] CHIMO/ZUMO**

Please enjoy it together.

**[19:11] UCHIMURA**

Oh, then I'll gladly take it.

**[19:13] ULMANDRA {M}**

*W-We're having chimozu together?!*

**[19:15] ULMANDRA**

Oh?

**[19:16] ULMANDRA {M}**

*In the lore, the wish the two made  
came true and they ended up together.*

**[19:20] ULMANDRA {M}**

*What does Uchimura wish for...?*

**[19:21] ULMANDRA {M}**

*N-Not that I'm expecting  
anything from it, but...*

**[19:24] UCHIMURA**

Oh, speaking of thanks, here.

**[19:26] ULMANDRA**

Huh?

**[19:27] UCHIMURA {Overlaps here and there}**

A thanks for helping me with my work today.

**[19:27] ULMANDRA {M}**

*A w-wedding glass?!*

**[19:29] UCHIMURA {Overlaps here and there}**

I was thinking of giving  
it to you over lunch,

**[19:31] ULMANDRA {M}**

*I-I received the magic stone that  
symbolizes a proposal the other day.*

**[19:32] UCHIMURA {Overlaps here and there}**

but this came up so I  
completely forgot about it.

**[19:35] ULMANDRA {M}**

*This can only mean... one thing.*

**[19:44] ULMANDRA {M}**

*N-No wait, Uchimura. I'm  
not mentally ready yet...*

**[19:48] ULMANDRA {M}**

*B-But, if you really want to... No, no...*

**[19:52] UCHIMURA**

Hm?

**[19:57] ULMANDRA**

Uchimura...

**[19:58] ULMANDRA**

W-What are you going to wish  
for when you eat the chimozu?

**[20:01] UCHIMURA**

Isn't it obvious?

**[20:04] UCHIMURA**

Ah, it's delicious if I do say so myself.

**[20:07] UCHIMURA**

The success of my next project.

**[20:10] ULMANDRA {M}**

*It's work as expected!*

**[20:13] ULMANDRA**

You stupid idiot!

**[20:14] ULMANDRA**

You workaholic monster!

**[20:16] ULMANDRA**

There are other things you could wish for!

**[20:18] UCHIMURA**

Wha?!

**[20:21] UCHIMURA**

Demon Overlord, I obtained a lot of useful  
information from today's market research.

**[20:26] UCHIMURA**

However, amongst them, this is the one

thing I wish to report to you immediately.

**[20:31] DEMON OVERLORD**

Gold... is it?

**[20:33] UCHIMURA**

Yes. I heard there is a neighboring nation

**[20:36] UCHIMURA**

called the Golden Country.

**[20:40] UCHIMURA**

If you wish to expand trade in the future,

**[20:42] UCHIMURA**

I believe this would be the  
country you should start with.

**[20:45] UCHIMURA**

It proudly boasts the largest gold mines.

**[20:47] UCHIMURA**

If we trade with wealthy countries, it will  
raise the Demon Army's power,

**[20:50] UCHIMURA**

which should lead to a solution  
to the food shortage.

**[20:56] UCHIMURA**

Then please immediately prepare for  
negotiations as well, Demon Overlord.

**[21:00] UCHIMURA**

The product that is worthy of trading  
with gold in this country would be...

**[21:04] DEMON OVERLORD**

The product is this!

**[21:07] UCHIMURA**

Oh! The Rosemarin...?!

**[21:08] UCHIMURA**

Are you certain of this?!

**[21:09] UCHIMURA**

It's a new technology only  
possessed by the Demon Army!

**[21:12] UCHIMURA**

We mustn't easily let it...

**[21:13] DEMON OVERLORD**

There aren't many researchers  
as talented as Sylphid.

**[21:16] UCHIMURA**

Huh?!

**[21:17] DEMON OVERLORD**

It'll be hard to replicate right away.

**[21:20] DEMON OVERLORD**

And it doesn't matter if they  
do replicate it in the end.

**[21:24] DEMON OVERLORD**

Because you can steal technology,

**[21:27] DEMON OVERLORD**

but you can't steal personnel.

**[21:31] UCHIMURA**

You can't steal... personnel.

**[21:34] DEMON OVERLORD**

Our country is still a small country,

**[21:37] DEMON OVERLORD**

but we are second to none in  
terms of personnel.

**[21:40] DEMON OVERLORD**

As long as you talented people are with me,

**[21:43] DEMON OVERLORD**

I'm certain you will produce an even  
greater technology next time.

**[21:47] UCHIMURA**

Demon Overlord!

**[21:49] DEMON OVERLORD**

However, Uchimura!

**[21:50] DEMON OVERLORD**

Be mindful.

**[21:55] DEMON OVERLORD**

The King of the Golden Country  
of Rampage is formidable.

**SIGN** Mayonaka no Doa~ Stay With Me / Matsubara Miki

**[23:35] MASTER**

Both crabs and people mature  
while shedding their shells.

**[23:41] MASTER**

However... Hm.

**[23:44] MASTER**

They're soft right after they take it off...

---

Revision #1

Created 2026-06-23 01:25:21 UTC by whimsee

Updated 2026-06-23 01:25:21 UTC by whimsee