

E3 - Ride the Headwind

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(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.)

[00:01] Tatsuru

Work went great again today.

[00:03] Mikoto

How are you still this energetic
after walking around so much?

[00:07] Usuyama

Miyazumi-san, do you have a moment?

[00:11] Tatsuru

Hey, Usuyama. What's up?

SIGN Usuyama Toru (29)

Sunlight Beverage Quality
Assurance Department

[00:13] Usuyama

You offered Waoko a giveaway campaign
without consulting me again, didn't you?

[00:19] Mikoto

Giveaway?

[00:20] Tatsuru

Freebies. You know, like, you buy a case of
beer, and it comes with free detergent.

[00:25] Mikoto

Ah.

[00:26] Tatsuru

Oh, right. I haven't introduced
you yet. This is our newbie.

[00:30] Usuyama

I know who he is. He's on
the badminton team, right?

[00:33] Tatsuru

And this is Usuyama from QA.
He used to play badminton.

[00:37] Mikoto

Huh?

[00:37] Tatsuru

I'm still trying to get him to join the team.

[00:40] Usuyama

That aside, why did you
offer them a giveaway—

[00:42] Tatsuru

Aren't minor details up to Sales' discretion?

[00:44] Usuyama

Miyazumi-san, you're butting
right up against the limits

[00:46] Usuyama

of the Premiums and Representations Act.

[00:48] Tatsuru

I won't cross any lines. How many years
do you think I've been doing this job?

[00:52] Usuyama

It's that carelessness of
yours that's so risky.

[00:54] Usuyama

In any case, make sure you
submit your paperwork to QA.

[01:00] Tatsuru

Yeah, fine.

[01:04] Mikoto

He's kind of scary.

[01:06] Tatsuru

Even for QA, he's particularly
serious and strict.

[01:11] Mikoto

What's QA?

[01:13] Tatsuru

The Quality Assurance Department.

[01:15] Tatsuru

Simply put, they're like
the company's internal police.

[01:20] Tatsuru

They monitor us to make sure there
are no issues with product labels,

[01:22] Tatsuru

that ingredients meet standard values,

[01:25] Tatsuru

and that we're following
laws and company rules.

[01:29] Mikoto

Monitor?

[01:31] Tatsuru

But our customers feel safe and secure
because we have a QA department at all.

[01:36] Tatsuru

They can be a bit fussy,
but they're essential.

[01:39] Mikoto

Huh...

[01:41] Tatsuru

We're back.

[01:42] Sakaki

Good work, Shiratori-kun.

[01:44] Sakaki

Your proposal was chosen.

SIGN New Product Planning Contest Selection Results

SIGN Thank you for participating in the new product planning contest. Below are the product ideas that passed the first round. If your name and idea are listed below, please submit a complete proposal by the 31st of this month.

SIGN Department/Name Product Suggestion

SIGN Sales Department

Shiratori Mikoto: Green Onion Ginger Ale

SIGN PR Department

Otani Saki: Orange Juice "Rouge"

[01:49] Mikoto

Huh?

[01:50] Mikoto

Who, me?

SIGN Salaryman's Club

SIGN #03: Brainstorming

[03:27] Toya

I gotta hand it to you, Mikoto,

I can't believe we're getting

[03:30] Toya

time off work to go have fun.

SIGN Zunda Rikyu

[03:32] Takeda

We're not going to have fun.

SIGN Travel Plan

[03:34] Takeda

We're touring Tatebayashi Factory and helping Shiratori write his proposal.

[03:37] Takeda

We're going for work.

[03:39] Sota

This font is honest about our intentions.

SIGN Sunlight Beverage

SIGN Badminton Team Get-Together

SIGN Draft

SIGN Let's make a toast with our company's alcoholic products!!

SIGN Schedule

SIGN Date | Time | Itinerary

SIGN Meet in front of office

Depart in company vehicle 1

SIGN Arrive at Tatebayashi International, meal break Depart

SIGN Arrive at Tatebayashi Factory End tour, depart

SIGN Arrive at lodging Proposal meeting in multipurpose room End meeting, free time

SIGN Meet in lobby Depart

[03:41] Toya

This is clearly our primary objective.

[03:43] Toya

Anyway, I'm impressed we
were given permission to go.

[03:45] Takeda

We have Tatsu-san's personal
magnetism to thank for that.

[03:50] Sota

I'm sure he begged the
president until he gave in.

[03:52] Tatsuru

Bingo.

[03:53] Takeda

The president's real fond of Tatsu-san.

[04:02] Mikoto

What am I doing here?

[04:04] Toya

Come on, now.

[04:05] Toya

You're the star of the day.
You can't be depressed.

[04:08] Takeda

All these first-class helpers showed
up to give your sorry ass a hand.

[04:13] Mikoto

I don't remember asking for help.

[04:15] Mikoto

I would've preferred a
badminton training camp.

[04:18] Takeda

Shiratori, you should show a little more
awareness that you're now a working adult.

[04:23] Takeda

If you never learn to do your job,
you'll get kicked off the badminton team.

[04:30] Takeda

Just kidding.

[04:33] Sota

Just get the proposal over with quickly.

[04:36] Toya

Exactly.

[04:37] Tatsuru

We Badarymans are here to help.

[04:41] Mikoto

Fine. So...

[04:44] Mikoto

What's a proposal?

[04:50] Amano

Does Shiratori know how to write a proposal?

[04:55] Ninosaka

He's got Toya-kun from
the department with him.

[04:57] Ninosaka

I'm sure he'll manage.

[04:59] Yata

They're so lucky. I wish I could've
attended the training, too.

[05:02] Amano

Yata, you just want to
go hang out and have fun.

[05:05] Yata

Is it that obvious?

[05:06] Amano

Obvious? Training isn't your thing.

[05:10] Yata

Sir.

[05:12] Amano

Hello, sir.

[05:15] Oshitari

The badminton team is pushing its luck.

SIGN Training Camp

SIGN Tatebayashi Factory

SIGN Miyazumi

SIGN Takeda

SIGN Shiratori

[05:25] Factory Manager

Here at Tatebayashi Factory,

[05:26] Factory Manager

with the way markets have been
expanding over the past few years,

[05:29] Factory Manager

we plan to introduce new equipment
this summer to increase production.

SIGN Tour Route

SIGN Exhibits

[05:34] Factory Manager

Last year, thanks to the sales team,

our Besshonuma Soda was a big hit,

[05:39] Factory Manager

so we temporarily added extra assembly lines.

[05:43] Tatsuru

I'm actually pretty fond of that product.

[05:46] Factory Manager

My daughter's a fan and
drinks it all the time.

[05:56] Toya

This place is pretty nice.

[05:58] Takeda

Nice choice, Tatsu-san!

[06:01] Tatsuru

I know, right?

[06:02] Tatsuru

Let's head to the multipurpose room
once we put our luggage away.

SIGN New Product Proposal

(Green Onion Ginger Ale)

[06:06] Tatsuru

Now, let's start writing this proposal.

[06:10] Mikoto

Do I really have to do this?

[06:12] Takeda

It's your proposal, Shiratori.

[06:15] Tatsuru

Even in doubles, everyone
has to do their job.

[06:20] Tatsuru

The company has currently tasked
you with writing a proposal.

[06:26] Toya

What does that mean?

[06:27] Sota

He probably just wanted to combine
badminton and work concepts.

SIGN New Product Proposal

SIGN Sales Department Shiratori Mikoto

SIGN Product Name

SIGN Green Onion Ginger Ale

SIGN Describe the selling points and
sales plan for the product below.

[06:31] Takeda

Anyway, this product...

[06:33] Sota

It's pretty aggressive.

[06:34] Toya

At least it's better than Natto Cola?

[06:37] Mikoto

What's that mean? Natto Cola's good.

[06:39] Takeda

Honestly, I don't get why this got greenlit.

[06:42] Tatsuru

Why green onion, anyway?

[06:45] Mikoto

The other day, I had Fukaya green onions with ginger ale and thought it tasted good.

[06:51] Tatsuru

Well, some products come from simple ideas.

[06:55] Takeda

In any case, let's try making some progress.

SIGN Green Onion Ginger Ale Proposal

[07:00] Mikoto

Um, I don't even know how to write a proposal.

[07:05] Toya

Then let's begin by coming up with ideas related to green onion and ginger.

[07:10] Toya

We'll brainstorm selling points,

[07:12] Toya

plus when and where we could sell it, and write those down in the proposal.

[07:19] Tatsuru

Reliable as ever, Planning Department.

[07:20] Sota

You really know how this goes.

[07:23] Takeda

Should we try doing a SWOT analysis?

[07:25] Takeda

Normally they're used in management strategies,

[07:28] Takeda

but I think it could be useful for teaching Shiratori to consider things

[07:32] Takeda

from multiple perspectives.

[07:34] Tatsuru

I see.

[07:35] Toya

Good idea!

[07:37] Toya

It could be easier for Mikoto to come up with ideas if he understands the strengths

[07:40] Toya

and weaknesses of green onion and ginger.

[07:44] Toya

SWOT is an abbreviation of strengths, weaknesses, opportunities, and threats.

[07:51] Mikoto

Okay...

[07:52] Takeda

By identifying these, we can determine the direction of green onion and ginger.

[07:57] Mikoto

Uh, okay?

[07:59] Tatsuru

The strengths of green onion and ginger, huh?

[08:02] Tatsuru

Well, it's got a lot of impact.

SIGN Impact

[08:05] Sota

Doesn't it seem like a strange combo, though?

SIGN Strange Combination

[08:07] Sota

I doubt it'd have broad appeal.

[08:09] Toya

Exactly. What do you think?

[08:11] Mikoto

Huh?

[08:11] Mikoto

Wh-What do I think? It might go well with meals, or something?

[08:17] Tatsuru

Ginger ale is a pretty standard choice, so it's not out of the question.

SIGN With Meals

[08:21] Toya

Fukaya green onions are a local specialty.

SIGN Local Specialty

SIGN Souvenir

[08:23] Toya

It might make a good souvenir.

[08:24] Takeda

It sounds healthy.

SIGN Healthy

[08:25] Toya

You're right!

[08:26] Tatsuru

And these days...

SIGN Impact Local Specialty Sounds Healthy

SIGN Strange Combination Lacks Broad Appeal

SIGN With Meals Popular on Social Media Unusual Souvenir

SIGN Other Local Specialties

[08:34] Takeda

I guess that's everything.

[08:37] Mikoto

So, what do we do with this?

[08:39] Toya

We compare these against each other and perform an analysis.

[08:43] Taekda

We'll start with strengths and opportunities.

[08:50] Sota

Well, it's got impact.

It's definitely viable as a souvenir.

SIGN Green onion

[08:54] Toya

And if celebrities made social media posts about it, that would increase visibility.

SIGN Strange Combination?!

SIGN Delicious?

SIGN Green Onion

Ginger Ale

SIGN We Tried Green Onion Ginger Ale!

[08:58] Takeda

That always helps with advertising expenses.

[09:01] Tatsuru

What about cooking meals that pair well with this?

SIGN Pairs With Green Onion Ginger Ale!

SIGN So good

SIGN Great Pairing

SIGN Green Onion

Ginger Ale

SIGN Green Onion

Ginger Ale

SIGN We Made This Godlike Recipe!!

[09:04] Takeda

Cooking streams are popular. That could work!

SIGN Popular on Social Media

Release Recipes That Pair

With Green Onion Ginger Ale

[09:08] Takeda

Looks like there's some hope for this product.

[09:12] Tatsuru

So, weaknesses and threats are next?

[09:16] Takeda

The standard souvenirs are tough competition, like Hyakumangoku buns and Koedo sour.

SIGN Rank 1 Kami Rice Crackers

Rank 2 Mikabo

Rank 3 Hyakumangoku Buns

Rank 4 Kuibuku no Kura

Rank 5 Koikyomo

Rank 6 Senka no Takara

[09:22] Toya

I'd like something to keep us from getting lost among the other souvenirs.

[09:28] Takeda

Something that compels you to pick it up.

[09:30] Toya

Yeah, exactly! Something that makes you want to buy it.

[09:38] Mikoto

Like ramune bottles?

[09:41] Mikoto

Ramune bottles are kind of nice, aren't they?

[09:45] Toya

Yeah, they do stand out visually.

[09:49] Tatsuru

They're a beautiful color, too.

[09:50] Tatsuru

They'd be easy to tell apart from other souvenirs.

[09:53] Sota

And I like their retro feel.

[09:56] Toya

Then maybe we should make the label cute, too.

[09:59] Tatsuru

Something that makes people want to take a pic and post it to social media.

[10:02] Takeda

If things go well, it could downplay the weird flavor combo.

[10:05] Tatsuru

Should we design a mascot to go with it?

[10:08] Sota

Ugh, someone always suggests a mascot.

[10:10] Takeda

All right! This is starting to come together.

[10:12] Toya

Hey, this looks pretty promising.

SIGN Ramune Bottles

Aim for Broad Appeal
on Social Media

[10:18] Tatsuru

Anyway, ramune bottles were a good idea.

[10:25] Tatsuru

All right.

[10:26] Tatsuru

Could you summarize what
we've discussed so far?

[10:28] Mikoto

Got it.

SIGN Onion

[10:43] Sota

You're like our grandpa.

[10:45] Tatsuru

So this is why you always take so
long to write your daily reports?

[10:48] Mikoto

Shut up!

[10:49] Mikoto

You're distracting me! Be quiet!

[10:52] Mikoto

This would be faster if I could
use flick inputs, like on a phone.

[10:57] Sota

Guess I'll look for rare monsters.

[10:58] Tatsuru

This is gonna take all night.

[11:09] Mikoto

I'm so tired.

[11:17] Tatsuru

Hey, this place is pretty big.

[11:25] Mikoto

It's a big bath. You don't
have to sit right next to me.

[11:28] Tatsuru

Now, now.

[11:29] Tatsuru

Hanging out naked is an
essential part of friendship.

[11:32] Mikoto

Not for me.

[11:34] Tatsuru

That feels so good.

[11:37] Mikoto

And here I thought I'd finally

get some time alone.

[11:43] Mikoto

I just want to play badminton.

[11:46] Mikoto

Why do I have to suffer through sales and proposals?

[11:50] Tatsuru

Because it's your job, obviously.

[11:53] Tatsuru

For us, work and badminton are inseparable.

[11:58] Mikoto

I don't understand this proposal or SWOT stuff at all.

[12:03] Tatsuru

You don't have to understand it right now.

[12:06] Tatsuru

But whether it's proposals or anything else, what's important is always the same.

[12:13] Tatsuru

Nothing goes well unless you put yourself into it.

[12:17] Tatsuru

That goes for proposals and doubles.

[12:21] Tatsuru

As long as you're into it, you can return any shot,

[12:25] Tatsuru

and your proposals will convince any client.

[12:30] Mikoto

Sometimes you fail no matter what you do, though.

[12:38] Tatsuru

I asked you about it after the Unisics game,

[12:41] Tatsuru

but did something happen to you in your past?

[12:45] Tatsuru

Someone as good as you doesn't just ignore their own weaknesses.

[12:52] Tatsuru

Well, y'know, I guess I'll go wash my hair or something.

[13:01] Mikoto

I'm scared to jump backwards.

[13:07] Mikoto

During my high school Inter-High,

[13:12] Mikoto

I had a doubles partner.

[13:24] (Flashback) Mikoto

You okay, Azuma?

[13:26] (Flashback) Azuma

Yeah, I'm fine. I'll handle the back.

[13:30] (Flashback) Azuma

You focus on scoring.

[13:52] (Flashback) Coach

Tachibana, are you okay?

[13:54] (Flashback) Coach

Someone get a stretcher!

[13:56] (Flashback) Coach

Are you all right?

[13:59] Mikoto

He couldn't play badminton anymore because of me.

[14:07] Mikoto

We'd played together forever, but I couldn't fully trust him.

[14:12] Mikoto

So I ran away to Mitsuhoishi, but I couldn't jump backwards anymore.

[14:20] Mikoto

Even now, when shots come that way, I imagine that moment.

[14:25] Mikoto

My body won't move.

[14:29] Tatsuru

I see. In that case, you're fine now.

[14:33] Mikoto

Huh?

[14:34] Tatsuru

You've got me behind you.

[14:39] Tatsuru

Even if you can't jump, it's not a problem.

[14:44] Tatsuru

After all, I'm stronger than you.

[14:48] Mikoto

Huh? What makes you say that?

[14:50] Tatsuru

I beat you on your first day.

[14:53] Mikoto

Y-You just happened to win. Don't let it get to your head.

[14:56] Tatsuru

You know, I'm strong because I take such good care of myself.

[15:00] Mikoto

You passed out drunk in a park.
What are you talking about?

[15:03] Tatsuru

Shut up.

[15:05] Tatsuru

I feel better.

[15:07] Mikoto

I think I stayed in too long.

[15:11] Toya

Happy birthday!

[15:15] Mikoto

Huh?

[15:16] Mikoto

What is this?

[15:18] Takeda

Shiratori, today's your 20th birthday, right?

[15:22] Takeda

We thought we'd thank you for your work and
celebrate your birthday with a surprise.

[15:26] Sota

Come on, birthday boy. Take your seat.

[15:29] Mikoto

Hey, wait...

[15:31] Mikoto

Toya, what do you think you're doing?

[15:34] Toya

It wasn't me. It was Tatsuru-san.

[15:37] Mikoto

Huh?

[15:37] Tatsuru

Toya told me it was your birthday.

[15:41] Tatsuru

Pretty nice party, right?

[15:44] Mikoto

Why are you doing this for me?

[15:46] Tatsuru

Why?

[15:48] Tatsuru

Because you're one of us.

[15:52] Takeda

Here.

[15:54] Takeda

Not only are you one of us,
you're also a legal adult now.

[15:58] Takeda

Let's make a toast with our

company's alcoholic beverages.

[16:01] Tatsuru

Nice!

[16:03] Toya

Go on, choose one.

[16:08] Tatsuru

Good work today, everyone,
and happy birthday, Shiratori Mikoto.

[16:14] All

Cheers!

[16:18] Tatsuru

That hits the spot!

[16:20] Toya

Tatsuru-san, you sound like an old man.

[16:23] Tatsuru

You're too young to understand.

[16:33] Mikoto

So bitter! Is it supposed to be this bitter?

[16:36] Toya

You've got the palate of a child.

[16:37] Sota

You just turned 20 recently yourself.

[16:40] Toya

Shut up.

[16:42] Takeda

Shiratori Mikoto is consuming
alcohol on his 20th birthday.

[16:46] Takeda

What do you think of our
company's craft beer?

[16:49] Takeda

You can tell it has a pretty
decent market share, can't you?

[16:52] Mikoto

Not at all.

[16:55] Tatsuru

You're drinking quite a lot,
considering it's your first time.

[16:58] Toya

Don't push yourself too hard.

[16:59] Mikoto

So bitter...

[17:09] Toya

Mikoto, you should probably quit soon.

[17:12] Takeda

You've got work tomorrow, right?

[17:16] Mikoto

No problem.

[17:18] Tatsu

You really should stop.

[17:20] Mikoto

What are you doing?

[17:22] Toya

C'mon, drink some water.

[17:26] Toya

Hey!

[17:27] Toya

Seriously, enough with the booze.

[17:33] Mikoto

This is... This is why the Sunlight
Beverage badminton team sucks!

[17:38] Mikoto

I'll perform a SWOT analysis on
Sunlight Beverage's current problems!

[17:43] Mikoto

First, Takeda-san!

[17:44] Takeda

Who, me?

[17:45] Mikoto

Why do you have such bad performance anxiety?

SIGN Performance Anxiety

[17:47] Mikoto

You screw up tons of serves,
and you're too self-conscious!

SIGN Repeated Service Errors

SIGN Self-conscious

[17:51] Takeda

Oh, no!

[17:52] Toya

This has nothing to do with SWOT.

[17:55] Mikoto

It's a game! Of course people
are gonna be watching you!

[17:58] Takeda

Yes, sir!

[17:59] Mikoto

Toya!

[18:00] Mikoto

You rely on your intuition too much!

SIGN Overly Reliant on Intuition

SIGN Doesn't Think

[18:02] Mikoto

You don't use your head!
Quit playing so sloppily!

SIGN Sloppy Play

SIGN Enough Already!

[18:06] Toya

Huh?!

[18:06] Mikoto

You haven't improved at
all since high school!

[18:10] Mikoto

You should be better than this!

[18:12] Mikoto

Don't think your reflexes
are enough to carry you!

[18:15] Sota

He's really going hard on you, Toya.

[18:17] Mikoto

You, too, Sota-san!

[18:18] Mikoto

You're limiting your own
potential, aren't you?

[18:22] Mikoto

Do you think it's cool to act
composed and not push yourself?

[18:28] Mikoto

Not trying to do what you could do

[18:31] Mikoto

is the same as running away.

SIGN The Same

[18:33] Mikoto

The same... the same... the same...

SIGN The Same

SIGN The Same

[18:36] Mikoto

And finally, you!

[18:38] Mikoto

Your movements are shockingly inefficient!

[18:41] Mikoto

How many years have you
been playing badminton?!

[18:42] Sign

How many years have you been playing badminton

[18:44] Mikoto

You should think more logically
and effectively when you move!

[18:44] Sign

Think logically and effectively when you move

[18:47] Mikoto

Even grade school kids

think more than you do!

[18:47] Sign

Even grade school kids think more than you do

[18:54] Mikoto

Oh, but...

[18:56] Mikoto

I hear Takeda-san always
covers for me at work.

[19:03] Mikoto

And you helped me a lot today.

[19:07] Mikoto

Thank you!

[19:08] Takeda

Uh, d-don't worry about it.

[19:11] Mikoto

And Toya, I can tell you
anything without restraint.

[19:15] Mikoto

Thanks, I think!

[19:17] Toya

Uh, sure.

[19:18] Mikoto

And Sota-san, you helped me today.

[19:22] Mikoto

Thank you!

[19:23] Mikoto

Thank you... Thank you... Thank you...

[19:26] Sota

Th-Thank you...

[19:32] Mikoto

And you...

[19:34] Mikoto

Your room is filthy, your feet stink,
and I can hear you snoring from my room!

[19:37] ---

Do something about it!

[19:38] Mikoto

You're such! A nuisance!

[19:50] Tatsuru

Wait, you've got nothing but bad
things to say about just me?!

[19:54] Tatsuru

We're partners. Say at least
one nice thing about me!

[19:59] Tatsuru

Hey. Hey, wait. Hey, you!

[20:03] Tatsuru

Don't laugh!

[20:06] Sakaki

You think Shiratori-kun's proposal will go well?

[20:10] Tatsuru

I'm sure he'll manage.

[20:14] Yata

A-Are you okay?

[20:16] Mikoto

I don't think so.

[20:18] Yata

Want some water?

[20:19] Ninosaka

I can't believe you showed up to work hungover when you're new.

[20:22] Amano

Looks like we've got a big-shot in the making.

[20:25] Mikoto

My head hurts. I feel sick.

[20:27] Sakaki

You really think he'll manage?

[20:29] Tatsuru

I'm sure he'll manage somehow.

[20:32] Tatsuru

Probably.

[20:40] Ono

We've got a match coming up. Get yourselves in shape.

[20:44] Ono

Return, return, return.

[20:46] Ono

Show some guts!

[20:48] All

Yes, sir!

[20:51] Ono

Gather round.

SIGN Men's Tournament

[20:55] Ono

This is this year's corporate tournament bracket.

SIGN Sunlight Beverage

SIGN Tomari Transport

[20:59] Toya

We're in the same block as Tomari Transport, one of the big three.

[21:03] Mikoto

If we beat Tomari, we'll face Unisics next.

[21:06] Tatsuru

We can't afford to lose if we want to get revenge for the other day.

[21:10] Mikoto

Naturally.

[21:11] Takeda

We can't lose, either.

[21:13] Toya

Of course.

[21:16] Ono

All right, then.

[21:18] Ono

Let's give our first round opponent a thrashing!

[21:22] All

Yes, sir!

[22:59] Announce

The opening ceremony will begin shortly.

[23:02] Announce

Athletes, please line up by team.

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