



Marketing In Japan

Robert J. Ballon



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Marketing in japan. ed. by b. rev. ed. of japan's market and foreign business Robert J. Ballon,1973 International Marketing. Theory of capturing Japans market Patrick Niedenföhr,2014-02-17 Project Report from the year 2012 in the subject Business economics Offline Marketing and Online Marketing grade 2 0 Southern Illinois University Carbondale College of Business course International Marketing language English abstract Presented here is Carbondale Consulting Crew s analysis of opening a new market for Arlington Plating Company s service in the country of Japan Included in the analysis is a very concise marketing plan which will assist Arlington Plating Company in making the decision of whether or not they should proceed In this marketing plan many factors that could affect the company s success are reviewed such as the legal environment of Japan the cultural and political environment as well as the economic environment Along with those factors is the competitive environment We not only looked at the general competitive environment of other chroming services but specific competition as well In general terms we concluded that Arlington Plating Company s toughest competition would most likely be Japan s quickly developing country The continuous updating of the company s plating technology will potentially be exhausting and a difficult hurdle to overcome When speaking in specifics there are a few other plating and chroming companies that will be competing in unison with our service Furthermore Carbondale Consulting Crew went very

in depth when carefully choosing a target market With Japan being one of the top leaders in car and motorcycle manufacturing it was decided it would be tactful to target the three leading car manufacturers as well as the three leading motorcycle manufacturers Toyota Nissan Honda Yamaha and Suzuki Other things to consider were strengths weaknesses opportunities and threats Strengths and Weaknesses included would be APC s unique technique and sustainable competitive advantages such as patents strength and unawareness of doing business internationally weakness Opportunities and threats include the fact that Japan is one of the top vehicle manufacturers in the world opportunity and competition threat It was decided by the Carbondale Consulting Crew that Arlington Plating Company s mode of entry would be licensing due to the fact that contractual agreements are normally the most successful modes for business to business industries Projected profits were hypothesized as well in our analysis Finally a plan for promotion product price and physical distribution was implemented

Marketing Japanese Style Paul Herbig,1995 The Japanese are not the world s greatest marketers Japanese companies approach and perform marketing within Japan differently than Western firms do within their domestic markets In fact marketing to the average Japanese firm is not a priority item To succeed in Japan they concentrate instead on production quality and low prices This fascinating look at the cultural differences reflected in their marketing practices reveals the advantages and disadvantages of Japanese marketing practices The author argues that as the advantages of a protected market and superior production and technology disappear the Japanese must develop a new marketing process Examples of both Japanese and foreign firms operating in Japan highlight each section Marketing Japanese Style examines how Japanese firms actually market to their Japanese customers Each of the four Ps of marketing product promotion place and price are explored Japanese cultural strategic and negotiation practices are described in detail An interesting facet of the book is the analysis of keiretsu and sogo shosha and their place in the marketing structure

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