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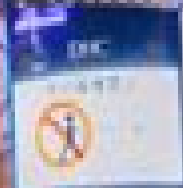


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Marketing In Japan

Ian Melville



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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

Japan ... Marketing and Advertising Yearbook ,1997 *Marketing Opportunities in Japan* Dentsū,1978
Marketing in Japan: a Management Guide M.Y. Yoshino,1975 *International Marketing* Gunter A. Pauli,1983

Japan Marketing Handbook ,1988 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

Marketing in Japan ASEAN Promotion Centre on Trade, Investment and Tourism,1983 *A Japanese Advertising Agency* Brian Moeran,2013-09-13 This is the only book of its kind written by an anthropologist who spent twelve months doing fieldwork in a major Tokyo agency and who has spent the past 30 years studying and living in Japan By examining the production of advertising this book turns other semiotics media and cultural studies theories on their heads By analysing the social structure of a modern media organization from the inside it makes anthropology relevant and intellectually stimulating By treating the Japanese as a more or less normal and rational people it explodes the usual myths of exotic Japan and steps boldly into a global arena that embraces east and west in a new theory of values The Japanese Market in Figures : a Handbook of Basic Marketing Information Nihon Boeki Shinkokai,1974 Marketing in Greece Ann Corro,1980 **Direct Marketing in Japan** ,1990 **Marketing Strategies And Distribution Channels For Foreign Companies In Japan**

Erich Batzer,2019-03-22 This book gives an account of concrete market situations and describes marketing strategies and distribution channels of German manufacturing firms German and foreign trading firms and Japanese partner firms on the Japanese market in important product areas *The Japanese marketing system* Michael Y. Yoshino,1979 **Japan's Agricultural Market and Trade, 1979-March 1987** Mary E. Lassanyi,1987

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