

LAP

Presentation

Good start but when you come to agenda tell us about it:
Our agenda is in four parts. First . . .

Animate animate!

Population – good introduction (what you are saying) but choose – graph or words

1 trillion dollars . . .

What is the Shinkansen?

Words on slide – good not overloaded with words – good direction

Watch out for Chinese commas

Pull or push – likely to be both

Angela will now continue the presentation

Geography – we have some repeat here on cities

Watch for capital and lower case – keep things consistent

All nice and clear – easy to follow – sometimes a little quiet

Hmmm influence of Western culture – but you have talked about mono-culture – also see the low levels of Christianity. The West has influence but Japan is very traditional, valuing family (yes) but society more

Do not forget “less is more” in presentation – may be cut a little to give you material space to be seen. Also take care to practice together to hit your target

Report

This is a sound report. You describe the basic aspects of this market and are starting to think about how this material relates to your product.

You need to think more clearly about the implications of your economic findings. Think too about what these customers value when doing DIY.

You need to acknowledge your sources. Figures need to be numbered, too.

90%

Market Analysis- Japan

Group: LAP

Add family names

Group Members:

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Perhaps a little dull!

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● Introduction

"Gorilla," a Taiwanese hand tools brand, has always emphasized its exquisite quality. With its world-class processing technology, non-toxic materials, and aesthetic design, Gorilla has become increasingly recognizable in the Taiwanese hand tools market. Now, we have decided to introduce it to a wider range of customers. After discussions, we have chosen Japan as our target country due to its cultural and economic background. We will provide a detailed analysis in the section below.

Ok - tell me more about the product

● Objectives

This should be the objectives of the report (this report)

Our main goal is for Gorilla to become one of the top three choices in the Japanese hand tools market. When Japanese consumers think of Taiwanese hand tools brands, Gorilla will be the first to come to mind. The hand tool market in Japan is highly competitive, so conducting comprehensive and detailed market research is essential.

● The lifestyle of the target customer

Interesting direction

We are targeting middle-aged and elderly Japanese people who are interested in woodworking, gardening, DIY repair, and traditional handicraft making, and are characterized by their dedication to quality, durability, and safety. They may continue in their pre-retirement careers, take on part-time jobs, volunteer in community service, or even start businesses. In their free time, they participate in a variety of activities such as carpentry, gardening, DIY repairs, cultural activities, and community service. Leisure activities usually taking up most of their time, followed by work and family/social activities.

Economic Analysis of Japan

Population

What is the source of the information?

You need a sentence to introduce this section

- Totals: 126,028,729
- Age and sex distributions:

Current male population: 61,380,709 (48.7%)

Current female population: 64,648,019 (51.3%)

16,544,234 young people under 15 years old (8,494,632 males / 8,050,863 females)

80,685,132 persons between 15 and 64 years old (40,685,478 males / 39,999,654 females)

28,841,152 persons above 64 years old (12,236,404 males / 16,604,748 females)

- Geographic spread of the population
The majority of Japan's population resides in urban areas situated along the coast, plains, and valleys. As of 2010, 90.7% of Japan's total population lived in cities. Specifically, 81% inhabit Honshu, 10% reside on Kyushu, 4.2% on Hokkaido, 3% on Shikoku, and 1.1% in Okinawa Prefecture. The three primary metropolitan regions—Tokyo area, Nagoya area, and Osaka area—comprise 49.7% of the nation's population.

Economic statistics

- Gross national product

In December 2023, Japan's Gross National Product (GNP) was reported at 1,099.894 billion USD, indicating a rise from the previous figure of 1,073.649 billion USD in September 2023.

- Income per capita & family income

In December 2023, Japan's annual household income per capita amounted to 16,060.769 USD, marking a decrease from the previous value of 17,390.713 USD in December 2022.

- Distribution of wealth

In 2020, approximately 53 percent of the Japanese population were adults with wealth ranging from 100 thousand to one million U.S. dollars. The second largest share of

individuals fell within the wealth bracket of 10,000 to 100,000 dollars. Combined, these two groups comprised around 86 percent of the population. ✓

Transportation

- Japan boasts a great, efficient transportation system to take the public almost everywhere around the country comfortably and easily. The transportation types include train, subway, city bus, taxi, shinkansen, highway bus, plane and so on. ✓

Communication and internet

- Internet services in Japan offer high-quality connectivity to over 90% of the population and nearly 100% of medium to large businesses. Mobile Internet, accessed through devices such as smartphones, is the most popular type of service. As of January 2020, Japan had 116.8 million internet users, constituting 91.3% of its population. ✓

Dominant economic activity

- Japan is one of the world's leading producers of motor vehicles, steel, and high-technology manufactured goods, particularly consumer electronics. Over time, the service sector has emerged as the dominant force within the economy, both in terms of its contribution to the gross domestic product and its role in employment.

Currency

- What currency?

The currency used in Japan is the Japanese yen, abbreviated as JPY. It consists of both banknotes and coins. Banknotes come in denominations of 1,000, 2,000, 5,000, and 10,000 yen, while coins are available in 1, 5, 10, 50, and 500 yen denominations.



Need a figure number, title and reference in the text

- Exchange rates

Due to the depreciation of the Japanese yen, the exchange rate this month is approximately JPY:TWD=1:0.21, which means 100 Japanese yen equals 21 New Taiwan dollars.

Idea: The depreciation of the Japanese yen leads to an increase in selling prices, resulting in higher profits as well.

Implication: The depreciation of the Japanese yen benefits exports but hampers imports, making it difficult for products to enter the market.

Trade restrictions

- Any notable controls e.g., embargoes / quotas / tariffs / duties
Japan has relatively low tariffs globally. However, since most goods are subject to consumption tax and local consumption tax, imported goods may require payment of both import tariffs and import consumption taxes.

Distribution channels

- Size and type of retail outlets
Larger-scale establishments include department stores and supermarkets, while smaller-scale ones include convenience stores, specialty stores, and street shops.

Idea: There are many choices of distribution channels.

Implication: Not every distribution channel is suitable for our products.

Yes - good - so where do customers buy tools and what do they expect from that experience?

- What kind of markup?
It could lead to price increases due to Seasonal Factors, Scarcity, Inflation, Supply Chain Issues, and Policy Factors. Why capital letters?

- Dominant payment methods (cash/credit/debit/store cards)
There are primarily three types: the first is Credit Cards, including VISA, MasterCard, and JCB; the second is E-Wallets, such as PASMO, Suica, and ICOCA; and the third is Electronic Payments, including Linepay, Alipay, and WeChat Pay.

Idea: Supports multiple payment methods.

Yes - good idea - but each may incur fees

Implication: Additional transaction fees may apply.

- Relevance of middlemen
They are divided into the following categories: Supply Chain Linkage, Market Coverage, Logistics and Inventory Management, Market Research and Feedback, Pricing and Profit Management.
- Characteristics in the market of pull or push?
Push: In Japan's retail industry, while consumer demand drives the market, manufacturers and retailers typically employ aggressive marketing tactics to stimulate consumer purchasing desires through advertising, promotions, and other marketing activities, making Japan's distribution channels market more inclined towards a push market.

Idea: Hand tools are suitable for driving the market.

?

Implication: Promotions lead to a decrease in profits.

Yes - so think imaginatively!


Media

- Dominant forms of media (e.g., TV, radio, print, internet)
The main media formats are as follows: Television, Radio, Internet.

Idea: The internet provides fast and convenient communication.

Implication: Paying for advertisements will result in increased costs.

- Use of social media
The most commonly used social media platforms are the following six: Line, YouTube, Twitter, Instagram, Facebook, TikTok.

	国内月間アクティブユーザー	ユーザー層	特徴
	9,500 万	全世代が利用 幅広い	<ul style="list-style-type: none"> ・インフラ化したメッセージツール ・プッシュ通知を使った情報発信 ・LINE APIを使った自社サービス連携
	7,000 万	年齢性別問わず幅広い	<ul style="list-style-type: none"> ・動画中心のため、長尺動画も伸びやすい ・コロナ禍で40代以上の利用増 ・SEO (検索エンジン最適化) に強い
	4,500 万	20代が多い 平均年齢は36歳	<ul style="list-style-type: none"> ・リアルタイム性と情報拡散力 ・興味関心でつながる ・短文のコミュニケーション
	3,300 万	10代と20代で半数以上を占める	<ul style="list-style-type: none"> ・雑誌感覚・ビジュアル訴求 ・フィードとストーリーの使い分け ・日本はハッシュタグからの流入が多い
	2,600 万	登録者数は20代と30代が多い	<ul style="list-style-type: none"> ・実名性が高くリアルなつながりを反映 ・ビジネスシーンでの活用 ・コンテンツの自由度が高い
	950 万	10代と20代で半数以上を占める	<ul style="list-style-type: none"> ・さくっと見られる短尺動画中心 ・豊富な動画編集機能

<https://www.comnico.jp/we-love-social> ※2023年7月時点

Figure ,as above

Idea: Utilizing social media for free marketing and promotion.

Implication: Different social media platforms have different user demographics, requiring careful evaluation. Good - yes - are your potential customers event going to be here?

Why this empty space?

Cultural analysis of Japan

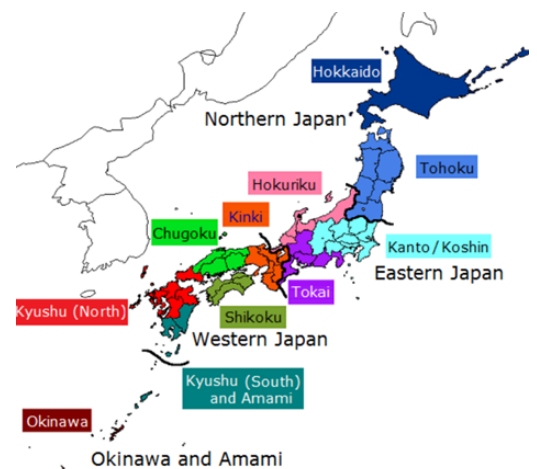
Geography

- Location: According to the Ministry of Foreign Affairs of Japan, Japan is located in Northeast Asia. Japan is surrounded by sea in each dimension, including the Pacific Ocean, the Sea of Okhotsk, the Sea of Japan, and the East China Sea (Ministry of Foreign Affairs of Japan, n.d.). The adjacent countries near Japan are China, Korea, Taiwan, and Russia.

Implication: Some places in Japan may be humid due to the weather or because the location is near the sea. Our handtool products should be specially made with rustproof material and have an anti-rust coating on the tools, so customers can use our tools longer. ✓

- Climate:

Japan is a country that has a very clear distinction between the four seasons. Due to the location and Japan's long territory, the climate varies differently from north to south. Hokkaido, located in the most northerly of Japan, has a sub-polar climate. Okinawa, located at the furthest south of Japan, has a subtropical oceanic climate.



Social institutions

- Role of the family: Family is not so central as in Chinese society

Similar to most Asian countries, the family stands as an important, foundational role for Japanese people. Family is the place where people first learn to interact with others, and first receive education, so family has a significant influence on people. An individual's sense of self, duties, and moral obligations are closely related to their family. Japanese families have also been influenced by Confucian principles of filial piety, emphasizing affection and responsibility towards parents (Scroope, 2021).

Implication: Fathers may teach sons how to use hand tools, and may spend time to help build up something in the garden during leisure time. We can provide safety tool sets for children, so the parents can enjoy spending time with their children by working on DIYs together.

- Dynamics of the family (how family members interact): ✓

The nuclear family is the most common type of family structure. Japan used to be a very patriarchal society, so the father often takes major control of important family decisions. The mother focuses more on household, children's education, and family

finances (AFS-USA, n.d.). Nowadays, Japan has shifted into a less male-dominated society (Cultural Atlas, n.d.).

- Education levels:

The education system in Japan follows the numbers of “6-3-3-4”, which is similar to the Taiwanese education system. Students in Japan go to elementary school for 6 years, junior high school for 3 years, high school for 3 years, and university for 4 years. Only elementary and junior high school are compulsory education. After 7 years of compulsory education, students can choose to go to

22さい	4年生				大学 	
20さい	3年生					
19さい	2年生	専門学校		短期大学		
18さい	1年生					高校 
16さい	3年生	中学校 				
15さい	2年生					小学校 
13さい	1年生					
12さい	6年生					
	5年生					
	4年生					
	3年生					
7さい	2年生					
	1年生					

junior colleges or vocational schools (Tokyo Intercultural Portal Site, n.d.). According to the Education at a Glance, 46% of 15-19 year-old students are enrolled in general upper secondary education and 12% in vocational upper secondary education (Education at a Glance, 2023).

Implication: Vocational schools may have classes that require to use hand tools. Our hand tools have special smart secure designs that can reduce the chance of students getting hurt. If schools purchase tools from us, it will be a big amount of stable income for our company.



Political system

- Political structure:

Japan's constitution emphasizes democratic principles and pacifism. Japan operates under a parliamentary system with a constitutional monarchy, where the Emperor serves as the ceremonial head of state. The highest legislative body is the National Diet, comprising the House of Representatives and the House of Councillors. The Prime Minister is appointed by the Emperor, who leads the government and is typically the leader of the majority party in the House of Representatives.

- Stability of government:

Japan's government has been in a stable place, with the Liberal Democratic Party (LDP) ruling since the post-World War II period. The LDP is good at maintaining its support from the voters, particularly voters in rural areas. Besides the Liberal Democratic Party, Japan also includes various parties. Overall, Japan maintains a stable governance structure.

Legal system

- Type of legal system:

The Japanese legal system is a hybrid civil law system that has the characteristics of civil legal systems such as France and Germany, and ordinary legal systems such as the American legal system. (U.S. Embassy & Consulates in Japan, n.d.).

- Significance of the legal system in everyday life:

The legal system holds significant importance in everyday life due to several reasons. The legal system provides clear rules for people in their daily lives, for instance, contracts, property rights, business business-related deals. The legal system can also help provide rights, liberty, and discrimination for people. On the business and commerce aspect, the legal system can help assure people to trade in a stable, secure environment. For the criminal justice system, criminal laws protect society and ensure safety for people. Last but not least, when it comes to family and personal Matters, the laws regulate rules for marriage, divorce, adoption, inheritance, and other responsibilities.

Social organization

This would fit above. Shinka is not in your reference list

- Group / individual society: Japan is a **collectivistic society** and emphasizes the needs and desires of a group as a whole. In this type of society, group harmony is valued before individual desires. The culture of indirect communication in Japan is also an example of how Japan is a group society (Shinka Management, n.d.).
- Mono / multicultural:

Japan is primarily considered a mono-cultural country, with a dominant ethnic and cultural identity. The cultural norms, traditions, and values are deeply rooted in Japanese history and society. Japanese people may appear to be more or less uniform in dress or behavior. This reflects an underlying value of not calling attention to oneself in public, especially among the older generation. However, Japan also shows cultural diversity in some aspects. The minority groups within Japan, such as the Ainu in Hokkaido and the Ryukyuan in Okinawa, have distinct cultural traditions.

Religion

- Shintoism and Buddhism are Japan's two major religions.
- While Shintoism holds great importance in Japanese history, it does not play a big role in the everyday lives of Japanese people, especially in the younger generation. However, we still can see people celebrate festivals such as Tenjin Festival and Awa Odori Festival to appreciate the Shinto gods.

Arts

Heading cannot be at the bottom of a page

- Dominant types of arts :
 1. Traditional : “Ukiyo-e”
 2. Modern : anime, manga
- Art has strong connections to everyday life in Japan. Merchants often combine merchandise with art to appeal to customers. For example, we can see Ukiyo-e printed on cups, towels, or decorations.

Application : Ukiyo-e is one of Japan's most representative traditional arts, so combining it with our hand tools to imprint on products or packaging boxes is a great idea. We can also collaborate with Japanese anime, which will attract a younger audience and expand brand recognition even further.

Living conditions

- Diet : “washoku” -a balanced meal which includes rice, protein(tofu, fish), and vegetables.
- “In 2022, the per capita consumption of meat in Japan reached around 34 kilogram carcass weight equivalent per person”; “In fiscal year 2021, the annual consumption volume of vegetables in Japan amounted to 85.7 kilograms per person, reaching a decade-low. Vegetables are commonly consumed as pickles (*tsukemono*), which are an established side dish in a traditional meal.” (Statista, 2023)

(<https://www.statista.com/statistics/440267/japan-per-capita-meat-consumption-by-type/>)

- Typical meals : “Sushi”, “Okonomiyaki”-which is made from an egg-and-flour batter mixed with cabbage and fried. “Miso Soup”, “Unagi” and more.....
- Type of housing :
 1. Mansion
 2. Apāto (apartment)

Clothing

- Home : casual clothing (T-shirt, jeans, dress...)
- Work : suit, shirt, blouse, pants, long dress.
- Traditional : “Kimono”

There is a wide variety of dressing styles in Japan. Different generations have their own unique dressing styles. People who work in the office mostly wear formal clothes such as suits or shirts (or blouses). Kimono is Japan's unique traditional clothing, often worn at special occasions such as wedding ceremonies, funerals, or summer events.

Language

- the spoken and written language in Japan is **Japanese**

Summary Form

What is important to you from the economic analysis?

- Exchange rates Can people afford the products?
 Are they price sensitive?

First, the depreciation of the Japanese yen will lead to an increase in the cost of imported goods, which may put pressure on sales volume and profit margins. Second, market competitiveness may be affected, and if a competitor's currency is not affected by the depreciation, their products may be more attractive.

What is important to you from the cultural analysis?

- Role of the family

Japan is a family-oriented society, and the family is an important foundational role for the Japanese. Middle-aged and older people may place more emphasis on family traditions and values, which will have an impact on their choice and purchase of products. Therefore, understanding the roles and dynamics of Japanese families, as well as the status and responsibilities of middle-aged and older people in the family, will help to develop targeted marketing strategies and product positioning.

- Social organization

Japan is a collectivist society that emphasizes the needs and desires of the group. Middle-aged and older people may pay more attention to social organization and group relationships, which may affect their consumption behavior and taste. Therefore, understanding how Japanese social organizations operate and the impact of group culture on middle-aged and older people will help determine how to communicate and position hand tool products in the market.

How might the customer make your product part of their lives?

We want these hand tools to be not only functional, but also part of the customer's leisure interests. Every use is a pleasant craft experience, and every piece of work is the crystallization of their hard work. Our aim is for these hand tools to bring convenience and enjoyment to their hobbies, accompanying our customers as they have a good time and creating good user feelings.

Start is better
What values to they bring to DIY?

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