

NCUE, - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE ASSESSING:		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.	
GROUP SIX			
YOUR GROUP NAME:			
INSTRUCTOR			
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

5%	5%	5%	5%
<p>Comments (space will expand as you type)</p> <p>Strong start - good</p> <p>Table of contents = agenda</p> <p>or even older</p> <p>next I am going to talk about (good)</p> <p>Animate - bring the points on bit-by-bit</p> <p>Next I am going to talk about ... good</p> <p>The presentation is going well - you can smile :D</p> <p>I would bring Willie's part earlier in your presentation - since this introduces the geography -- the place</p> <p>Shinto / Budhist</p> <p>In to three (two?) parts - I'm seeing two parts on the screen - so confusing (what you are saying is clear - but not coherent with the slide)</p> <p>We have put it into - We have divided it into ...</p> <p>Thank you for listening</p> <p>The report:</p> <p>The report is well put together. I like the way you have done the references and have selectively used information. There are sections where you have used your</p>			

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own words to express the ideas - well done. These stand out for their effort. You have also added in figures -- but make sure they are big enough to see and are labelled consistently. Well done, too, for connecting parts of your report with ideas for how you product can be used / integrate to your customers lives.

Grade (%) 90%

International marketing



The analysis of Japan

Very attractive cover

15th
Apr
2021

- Group six
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Introduction

Marquetry is a kind of exquisite handmade wood decoration that was invented in Europe. It requires a lot of time and effort to make, the 'Kodawari' spirit of Japanese craftsman brings Japanese marquetry to a whole different level of art and application. Our report focus on the economic and cultural environment in Japan which helps us to promote this amazing art to our target market.

Excellent

Objectives

about the

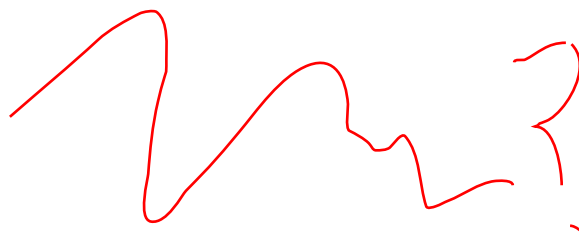
Our main objective is to get to know our target market by:
Sub-objective 1
Sub-objective 2

- I. Seeking relevant information of Japanese economy.
- II. Get to know our target market better.
- III. To understand Japanese traditional culture and customs.
- IV. Simulating the daily life of Japanese.

A week in the life of target customer

Our target customers are well educated, with a great sense of style. Japanese office workers work five days a week. They might bring a marquetry collaboration water bottle made by Starbucks to work. After work, they can sit by a table with marquetry on it. On the weekend, they can have a good time enjoying the marquetry canvas prints on the wall while doing the tea ceremony.

Yes - good

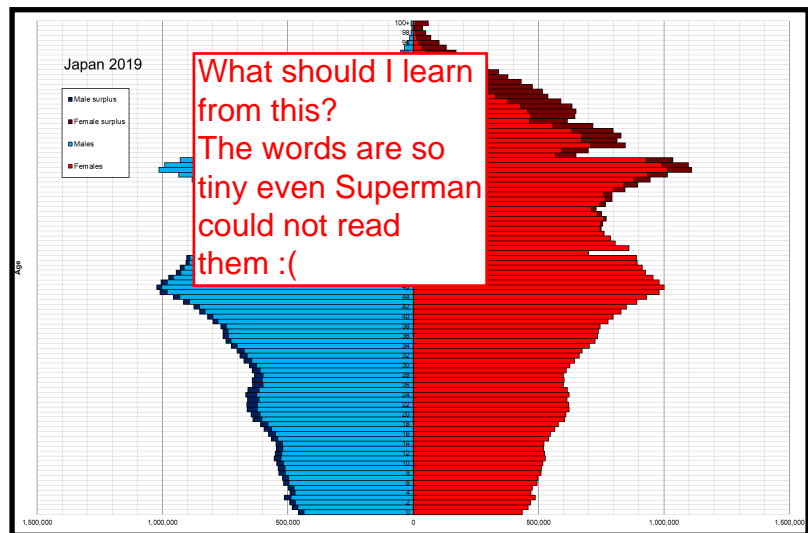


Cultural

Population

- Age & sex distributions¹:
 Japan is the eleventh most populous country in the world², as well as one of the most densely populated and urbanized. But its population has started to decrease due to the aging problem. Japan has been experiencing the issue of population aging to an unprecedented degree. (See figure 2) More than 20 percent of Japan's population is over 65 years old, the highest proportion in the world. By 2030, one in every three people will be 65 or older, and one in five people 75-plus years old. The rapid aging process in Japan is striking because of the high rate of economic growth and changes in family and social structures in the post-war period.

Figure 2



There are two fundamental aspects behind Japan's aging population. One aspect is the increase in the proportion of the elderly in the total population. The other is the slower growth of the population, arising directly from the declining fertility rate. The former affects Japan's economic performance by increasing the social security burden and benefits. The latter has a direct impact on economic growth by reducing the labor force, which is a major factor in production. "A rapidly aging population and shrinking labour force are hampering growth," warned the IMF in its latest country report on Japan.³

Dominant economic activity

As you can see in the chart down below, Japanese GDP was mostly contributed by the tertiary industry and primary industry only took a small proportion in the country's GDP. Also, the domestic market took the largest part in the composition of the Japanese GDP.⁴

¹ CIA. 2020. The world factbook. US. CIA.gov.

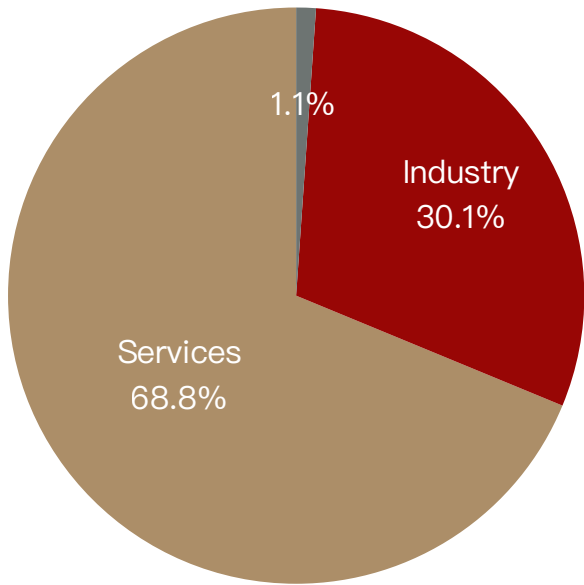
² United Nations. World Population Prospects. United Nations.

³ Simran Walia. 2019. How Does Japan's Aging Society Affect Its Economy?. USA. The Diplomat.

⁴ CIA. 2020. The world factbook. US. CIA.gov.

Figure X

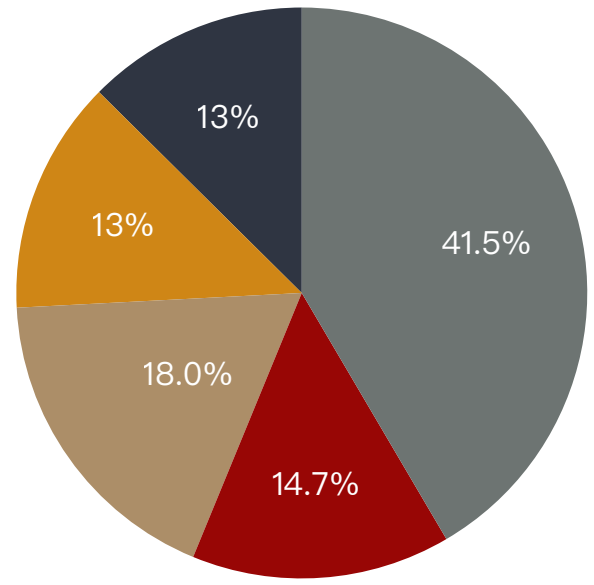
GDP-composition, by sector of origin



● Agriculture ● Industry ● Services

Figure Y

GDP-composition, by end use

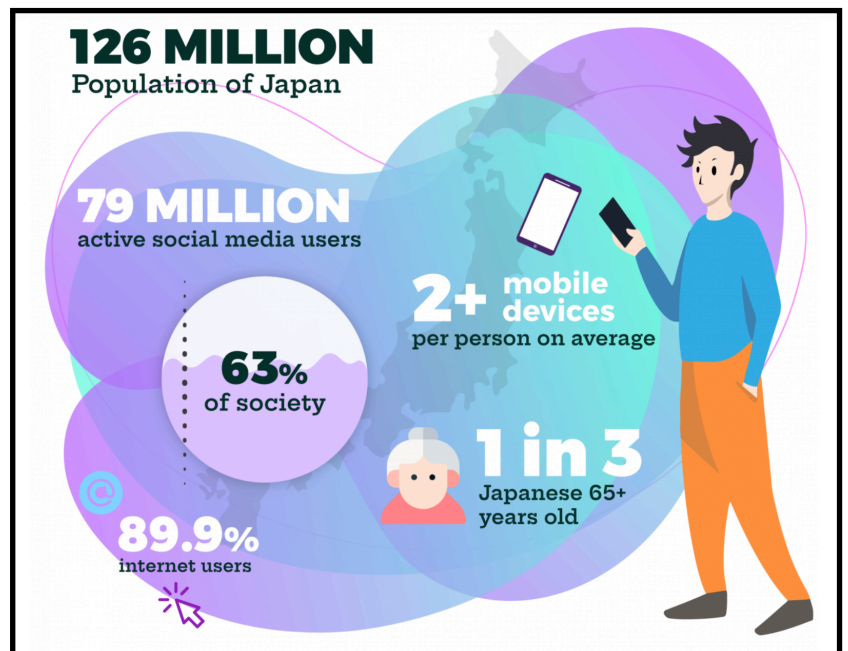


● Household consumption
 ● Government consumption
 ● Invest in fixed capital
 ● Invest in inventories
 ● Exports of goods and services
 ● Imports of goods and services

Figure 5

Media

- Dominant forms of media:
 In Japan, traditional media is facing issues of declining viewership and revenue in this new age of how Japanese are consuming media.⁵ With over 126 million citizens, Japan continues to be one of the most populous and richest countries in the world. Even with the world's fastest aging society it remains a thriving



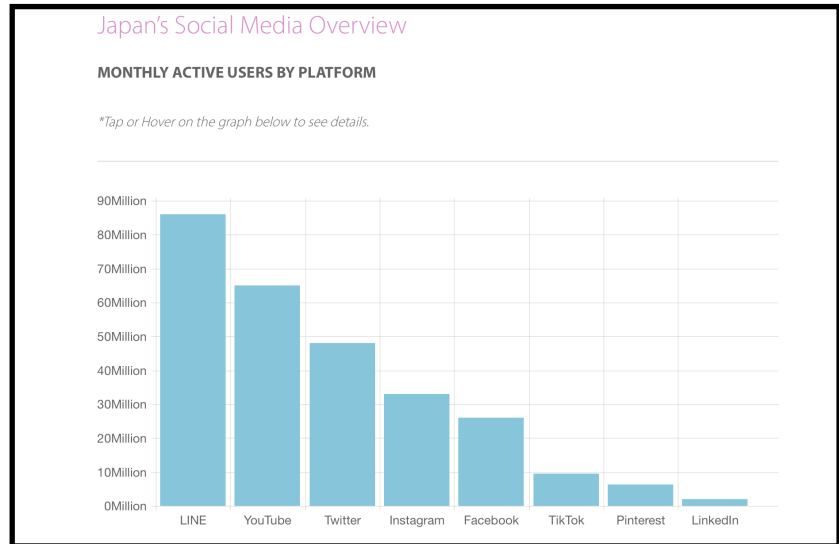
⁵ Ryoko Kawanabe, Sep 10, 2019. 2019 Media Trends in Japan: How Old Media is Staying Relevant. Tokyo, Japan. Freshtrax

market especially for online services, e-commerce, and social media. The numbers speak for themselves: **9 in 10 people in Japan have access to the internet, on average each person owns 2 mobile devices, and the country boasts one of the highest ratios of social media active users on the planet.** ⁶

As you can see in Figure 6 . . .

- Use of social media:
As you can see on the right, (See figure 6) the top social media platforms in Japan for 2021 with LINE and YouTube (which, although not strictly social media platforms, enjoy massive popularity in Japan and display many social features). Then, we move to the ‘big 3’ of the SNS landscape: Twitter,

Figure 6



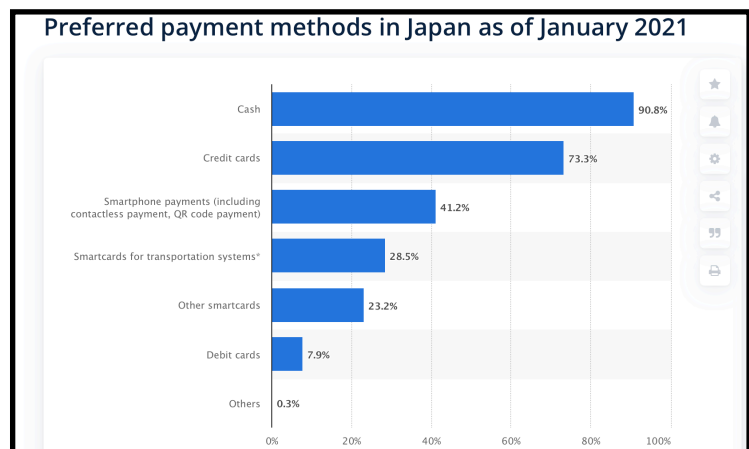
Instagram, and Facebook followed by the strong

contender: TikTok. Lastly, we close with some niche platforms that didn't really take off in Japan, like Pinterest and LinkedIn, and others that are just starting to emerge and gain popularity, like Clubhouse.

Distribution channels

- Dominant payment methods:
In Japan, many transactions still require paying in cash. See figure 9⁷. Japanese prefer to pay in cash due to very little crime in the country, and seniors, which took a significant part in Japanese society, prefer to use cash instead of invisible things such as online payment. All these reasons put together, making it even harder to enjoy cashless life in Japan. But the 2020 Corona Virus has changed a lot of things,

Figure 9



⁶ Milosz Bugajski, Mar 01, 2021. Japan's Top Social Media Networks for 2021. Tokyo, Japan. Humble Bunny.

⁷ Statista Research Department, Jan 2021. Preferred payment methods in Japan as of January 2021. USA. Statista.

touches life also makes eCommerce more acceptable to the Japanese. So maybe the importance and proportion of cash will decrease in Japanese payment methods shortly ~~soon~~.

- Characteristics in the market of pull or push?⁸

Japanese market mainly uses pull strategy; there are two main characteristics in Japan. One is that customers have high brand loyalty. Second is that companies are more likely to have a fixed customer base, customers will not continue to support the company because of a temporary decline in sales.

Economy statistics

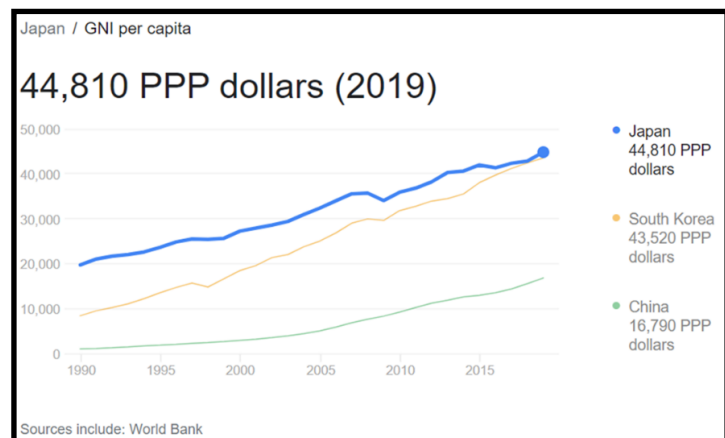
- Gross national product:

Gross National Product in Japan was reported at 1,411.948 billion US dollars in Dec 2020.⁹

- Income per capita & family income:

In figure 11, income per capita in Japan was 44,810 PPP US dollars in 2019. Japan is a high-income group, which means Japan GNI per capita above 12,475 US dollars.¹⁰

Figure 11 (Japan GNI per capita)



In December 2020, Japan family income per capita reached 20,782.025 US dollars¹¹. Compared with the previous value of 19,511.958 US dollars in Dec 2019. There is an upward trend.

- Distribution of wealth:

In figure 12¹², the largest group of people have wealth between 100,000 and 1 million US dollars in 2018. the second largest group of people were worth between 10,000 and

⁸Retrieved from: <https://www.studiowide.co.uk/push-pull-profile-strategies/>

⁹ CEIC DATA 2020 Japan Gross National Product (GNP). Retrieved from: <https://www.ceicdata.com/en/indicator/japan/gross-national-product>

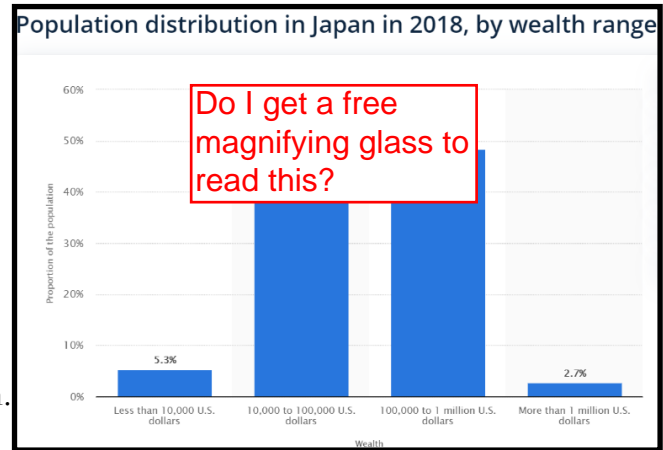
¹⁰ The World bank 2019 GNI per capita (PPP). Retrieved from: <https://datatopics.worldbank.org/world-development-indicators/>

¹¹ CEIC DATA 2020 Japan Household Income per Capita. Retrieved from: <https://www.ceicdata.com/en/indicator/japan/annual-household-income-per-capita#:~:text=Japan%20Annual%20Household%20Income%20per,averaged%20value%20of%2017%2C278.293%20USD.>

¹² Statista Research Department Oct 13 2020 Population distribution in Japan in 2018 by wealth range. Retrieved from: <https://www.statista.com/statistics/684329/japan-population-distribution-by-wealth-range/#:~:text=Population%20distribution%20in%20Japan%202018%2C%20by%20wealth%20range&text=Adults%20with%20100%20thousand%20to,between%2010%2C000%20and%20100%2C000%20dollars.>

100,000 US dollars. These two groups approximately 92 percent of population, which made Japan not only one of the wealthiest countries, but also one of the smallest gaps between rich and poor.

Figure 12 (Distribution of wealth)



• Transportation:

Transportation in Japan is modern and highly developed. Due to Japan’s narrow and long territory, there are also short-distance and long-distance transportation. For example: we use plane and Shinkansen (bullet train) for long-distance. Railway, highway buses for short distance. And metro, city buses and cab in cities.

Idea:

Convenience and prosperity of public transportation in Japan

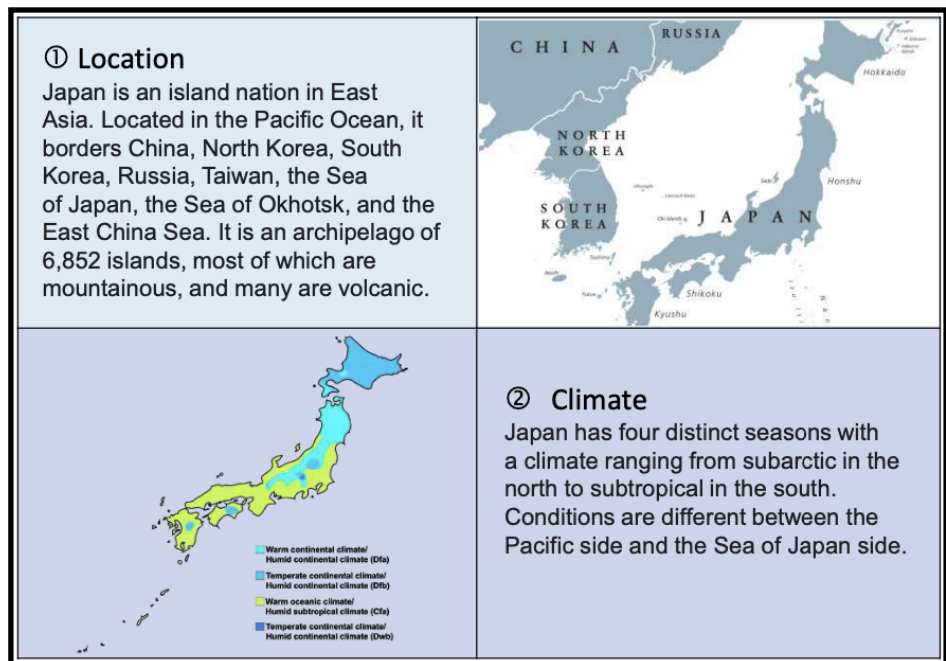
Implication:

There are many means of transportation and complicated routes, so it maybe causes inconvenience to passengers.

Cultural

Geography

Figure 13



Idea 1 :

Due to the coastline is winding and there are many bays, shipping is well-developed in Japan.

Implication : With the advantages of transportation, it is good for our products to import.

Idea 2 :

The mountains near Hakone are famous in Japan for their variety

of trees¹³.

Implication : Hakone craftsmanship expresses the natural colors of various natural fine woods in Hakone, with various geometric shapes and patterns.

Good - yes

- Social Institution

Older-style houses in Japan are commonly washitsu which is traditional Japanese-style rooms. There are no chairs, sofas, or beds. There are only mats called tatami on the floor, which are

not in Taiwan!

comparable to our current carpets¹⁴. "Tatami" is actually a type of straw mat. The bottom layer is woven with straw, and the top is covered with a mat woven with rush. People usually kneel and sit on the "tatami", and they can't wear slippers when walking on the "tatami."

Idea 1 : The style of marquetry is quite suitable for washitsu.

Implication : It would be a nice adornment decorates in the room of tatami.

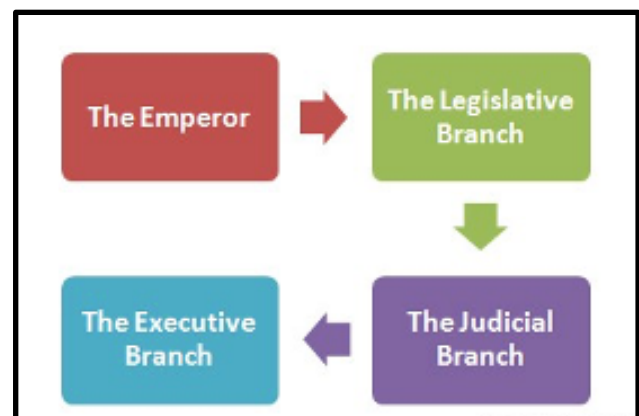
Figure 14



Figure 15

- Political system:

The politics of Japan are conducted in a framework of a multi-party bicameral parliamentary representative democratic constitutional monarchy in which the Emperor is the Head of State and the Prime Minister is the Head of Government and the Head of the Cabinet, which directs the executive branch¹⁵.



- Social Organization¹⁶:

In Japan, the concept of building a "multicultural symbiosis" society has been widely mentioned in the last 20 years. With the aging population, the declining birthrate, and the continuous import of foreign immigrants, multicultural symbiosis has become increasingly important. Japan is transforming from a homogenized country with a single nation and a single culture to a country with increasingly diverse cultures.

- Religions:

Most Japanese believe in Shintoism and Buddhism, Shintoism has 69.0%, Buddhism

¹³ Hakone's Marquetry. Retrieved from: <https://kougeihin.jp/zh-TW/craft/0610/>

¹⁴ Japanese manners. Retrieved form: web.thu.edu.tw/s931803/www/manner.htm

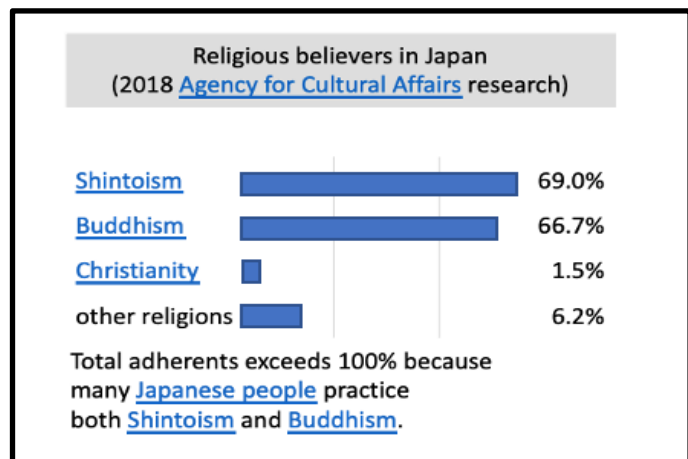
¹⁵ The politics of Japan. Retrieved from: https://en.wikipedia.org/wiki/Politics_of_Japan

¹⁶ 2013.2.8 Japanese multicultural symbiosis. Retrieved from: <https://www.britannica.com/place/Japan/Demographic-trends>

has 66.7%¹⁷, even if many people claim that they have any religion, there are many customs in Japan that are inseparable from religion, so religion occupies a large part of Japan.

Idea: Because of the tradition that many shrines or temple buildings will have marquetry. They can use marquetry when the monuments need to be repaired.

Implication: We can keep the shrine in good condition with marquetry.



- Arts

Marquetry can be seen in the history of the development of crafts in various countries. In terms of the method of construction, the early wood inlay was made with a manual planer to cut out pieces of foil. In the 16th and 17th centuries, the invention of sawing machines and wire saws accelerated. The development of the technology and the possibility of mass production. In addition to machines accelerating the development of marquetry, in the era of great events, such technology is often used in painting, furniture and architecture. Japanese craftsmen use their precise techniques to create pieces of marquetry. Whether they are inlaid on paintings, tableware or furniture, they are very popular in Japan.¹⁸

Idea: We can design more fashionable products to attract young man to buy it, also keep the classic style cater to the masses.

Good - yes

Implication: Using high-quality works to attract all ages to buy it. Also, print on practical items, become an aesthetic and functional item.

Figure 17



Living condition

- Building:

Washitsu is a traditional room unique to Japanese houses.¹⁹ The floor is covered with tatami mats, and the space is surrounded by paper wooden doors and windows, usually with recesses. Since the size of the stack of seats is fixed, the number of paved sheets

¹⁷ Japanese religions from: <https://zh.wikipedia.org/wiki/%E6%97%A5%E6%9C%AC%E5%AE%97%E6%95%99>

¹⁸ Marquetry in Japan: <http://www.muyudesign.com/2020/04/akio-shimada.html>

¹⁹ Washitsu from: <https://kknews.cc/zh-tw/home/13nxgmb.html>

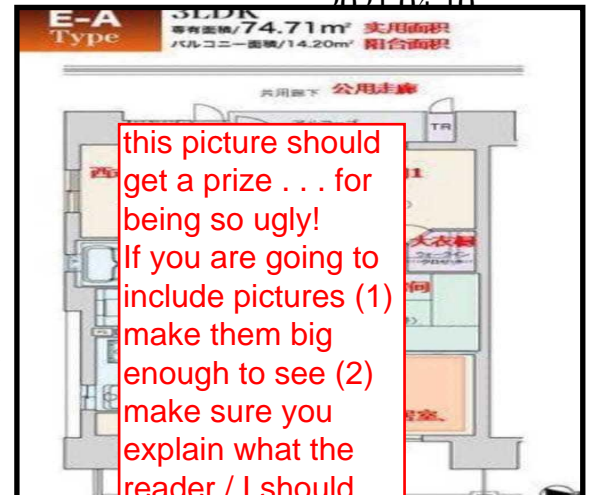
can tell the size of the Japanese room; and the sliding windows completely isolate the space, exuding a vague and ambiguous environment, creating a mysterious and bright Japanese-style private space.

Idea:

This kind of traditional room usually has some decorations. At this time, we can use our marquetry as an embellishment, so as not to lose the unique style of the room.

Implication:

We can use marquetry on the wall or turn it to the artwork on the furniture.



Summary form

- What is important to you from the economic analysis?
The aging problem also increases the elderly market. We think that there are two key points that make our marquetry market opportunities increase. One is that, the aging problem may increase the elderly market. Second is that, Japan is a high-income country and has high purchasing power, hence, there's a big chance to expand the marquetry market.
- What is important to you from the cultural analysis?
Their traditions have significant effect on how they think and their values.
- How might the customer make your product part of their lives?
We'd like to merge the technology of marquetry in to the Japanese daily by making it more approachable and more affordable

Conclusion

- The aging society and the taste of Generation Y and Generation Z.
The aging problem also means the growth of the elders, who's got more disposable money to buy the original kind of marquetry that might be applied to furniture install in their house. And nowadays some of the Generation Y and Generation Z have preferred the wooden style, then some portable items with delicate marquetry on them (such as a water bottle or phone case) might be a good idea to promote marquetry to the younger generations.
- The purchasing power of Japanese.
According to the report and references above, Japan is a high-income country, which has great purchasing power. So we infer our well educated, with a great sense of style target consumer will be willing to learn more about marquetry, and then take Japanese marquetry to a bigger market through the 'Kodawari' spirit.

✓