**Strong Brand Identity**In Japan, the trust between a customer and a brand is built over time and is highly valued. My own experience has shown that a well-established and recognizable brand is crucial. Whether it’s the consistent use of a logo or maintaining the same service experience across all locations, customers are drawn to reliability. In our culture, maintaining the integrity of the brand is a way of showing respect to those who choose us.

**Comprehensive Training and Support**One of the key factors I have noticed in the success of Japanese businesses, including franchises, is the emphasis on thorough training. In my own journey, having proper guidance in everything from operational standards to customer service protocols was invaluable. Franchisors who provide comprehensive and ongoing support allow franchisees to stay aligned with the original business, creating a seamless experience for all customers.

**Scalable Business Model**In my experience, a franchise with a scalable and replicable business model is essential. When I expanded my own business, I realized the importance of having standardized processes—from the supply chain to the customer interaction. This efficiency ensures that no matter where the franchise is located, it operates smoothly, and customers can expect the same quality of service every time.

**Strong Operational Systems**Efficiency is highly valued in Japanese business practices, and this principle extends to franchises. With strong operational systems, I’ve been able to manage daily activities, logistics, and staffing with precision. These systems reduce unnecessary distractions and allow me to focus on what truly matters—providing the best customer experience possible.

**Strong Franchisee-Franchisor Relationship**One of my most important learnings has been that the relationship between the franchisor and the franchisee must be built on mutual trust and respect. In Japanese culture, we place great importance on harmony, or “wa,” in our business relationships. I’ve found that open communication, aligned expectations, and mutual support not only benefit the business but create a sense of partnership that helps both parties succeed.