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**Country Analysis: Japan**

1. Needs Potential

In March of 2011 an earthquake devastated Japan and caused an ensuing tsunami, the country is currently rebuilding and bolstering both its economy and energy infrastructure. Since Japan’s nuclear reactors were damaged in the natural disasters of 2011, its main sources of power for the country were disrupted. This makes

Japan a great potential market for dishwashing detergent since the country may be

looking to hand wash their dishes as an alternative to using electric powered washers. Japan is also a standout market for dishwashing detergent with a gross domestic product purchasing power parity of over five trillion dollars and an gross domestic product per capita of more that forty-two thousand dollars. Tokyo alone has 13 million people and is one of the biggest cities in the world.

1. Demographics

Japan has a population of over 126 million people with a median life expectancy of 85 years. Over 97% of the population is native to the country of Japan, and their religions span predominantly from Shintoism to Buddhism. With a population of

over 126 million and a gross domestic product of over five trillion dollars, Japan has the capability and capacity to sustain a market for dishwashing detergent. The median life expectancy of 85 years and high level of Japan born and raised citizens makes the case that the country is home to many native families. The amount of families residing together in a country can be an indicator for dishwashing detergent consumption because families tend to eat dinner together and thus have a need for dishwashing detergent.

1. Economic and Financial

Japan boasts a very advanced economy that allocates less than one percent of its gross domestic product (GDP) to defense. The country is known for its economic strength and strong GDP, although it has suffered four recessions since 2008.

Japan’s industry sector is ranked among the world’s largest and most technologically advanced producers of motor vehicles, electronic equipment, machine tools, steel and nonferrous metals, ships, textiles, and chemicals. Slightly more than 29% of Japan’s five trillion dollar gross domestic product originates from its industry sector, and more than half of the consumption in Japan’s economy is consumed in households. Since Japan is ranked among the world’s largest and most technically advanced chemical producers, producing dish washing detergent domestically in the country would come as a very lucrative business venture to exporters since the country should very well have the capacity and capability to sustain manufacturing dishwashing detergent. More than 29% of Japan’s gross domestic product originates in its industry sector. A dishwashing detergent exporter can be sure that the country is focused on nurturing this sector, which accounts for almost one-third of the country’s GDP. Japan is also home to a labor force of more than 67 million people, which is a good indicator that foreign exporters will be able to find and locate skilled labor for their manufacturing and production of detergent in the country.

1. Political and Legal

Japan’s political system is home to a parliamentary constitutional democracy in which the monarch has strictly ceremonial duties. The elected politicians in

Japan hold the real decision making power in the country, although the country still

retains an emperor as a symbol of national unity. Japan’s legal system is composed of a civil law system, which is inspired by a German model and even influenced by an Anglo-American influence. A civil law system is based on a detailed set of laws organized into codes; these laws are rarely revised and have been developed with great consensus. After two centuries of political stability and isolation from foreign influence, Japan signed the treaty of Kanagawa with the U.S and opened its ports. During this period, Japan began to intensively modernize and industrialize. Today, Japan’s port of Keihin is ranked among the 20 largest ports in the world. This is a good indicator that a company looking to export dishwashing detergent to Japan will be able to have their products received successfully through the country’s port. Since Japan’s legal system is based on a civil law system, an exporter can assume that the legal system in the country will be relatively stable. The stability of the country is a positive aspect to an exporter because they are able to determine if they will be able to do business in the country for an extended period of time which could be a determining factor for the marketing department in deciding which country to allocate more money for investment.

1. Cultural

Japan is a parliamentary constitutional monarchy where the emperor retains

the throne as a figurehead and symbol of national unity. The current emperor’s birthday is also considered a national holiday. The country has a strong sense of national pride that stems from its nearly two century of isolationism where its indigenous culture was able to blossom. Japan has a population that exceeds 126 million people, most of which are Japanese. The main religion practiced in Japan is Shintoism with slightly less than 80 percent of the population practicing the religion. An interesting fact about Japan’s culture is that many people also practice Shintoism as well as Buddhism with slightly less than 67 percent of the population practicing Buddhism. The median age of the Japanese population is just over 47 years old with men averaging around forty-six years of age and women with an averaging around forty-eight. The culture in Japan is very rich and provides a stable environment for foreign investment. Since the country is home to a high degree of religious solidarity, exporters won’t have to maneuver around many religious boundaries and barriers, but should be aware of the cultural sensitivities of Shintoism and Buddhism in the region. Since the median age of the population in Japan is 47 years old, it may be an indicator that many residents live in households with families. This could be a good indicator for the dish washing detergent market because households with families are more likely to consume more detergent than households without families.

(6) Industry

In 2017, Japan stood as the fourth-largest economy in the world based on purchasing power parity. The industry sector composes 30% of Japan’s (GDP). Japan is among the world’s largest and most technically advanced producers of motor vehicles, electronic equipment, machine tools, ships, chemicals, and textiles. With Japan’s large economy and labor force of more than 67 million people the country definitely has the capacity and capability to sustain a market for dishwashing detergent. The country is able to sustain an industry for dishwashing detergent that is produced domestically through foreign direct investment and also an industry where dishwashing detergent is imported in to the country. The dish washing detergent industry can be sustained by Japan’s consumer use as well as business use in restaurants, hotels, and resorts. Automobile manufacturers like Honda and Toyota are based in Japan, and they are the two most popular car brands. According to statista.com, approximately 4.4 million passenger cars were sold in Japan. Japan is well known for its technology; Sony, Hitachi and Nintendo all have headquarters in Japan.

1. Conclusion

In summary, Japan has a very strong economy. It imports foreign products and produces its own dishwashing soap.