

Uniqlo to Open First India Store

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Category : Business

Unlocking Word Meanings

Read the following words/expressions found in today’s article.

1. **relax** / **rɪˈlæks** / (v) – to make a law or rule less strict
Example: Employees may now wear casual clothes after the company **relaxed** its dress code.
2. **consent** / **kənˈsent** / (n) – permission or approval to do something
Example: You will need the local government’s **consent** before you can open a store in the city.
3. **head-to-head** / **ˈhed-təˈhed** / (idiom) – directly competing or opposing each other
Example: The new restaurant in town will compete **head-to-head** against an established restaurant.
4. **robustly** / **rouˈbʌst li** / (adv) – strongly and forcefully
Example: We need to promote our product **robustly** to win more customers.
5. **segment** / **ˈsegment** / (n) – a part or division of something
Example: Many business rely on the young professional market **segment**.

Article

Read the text below.

最終的に、インドのマーケットに参加した
Japanese clothing company Uniqlo is finally entering the Indian market in 2019.

海外のビジネスに関して、インドの政策を緩めた(relax : ～を緩める)
The clothing brand will open its first South Asian store in New Delhi after the Indian government **relaxed** the country’s policies on foreign businesses. Previously, international companies needed permission from the Indian government to own more than 49% of any business operating in the country. Therefore, foreign businesses usually resorted to partnering with local companies instead of building their own stores.
49%以上のインドのビジネス運営に対して
ゆえに、海外のビジネスはインドの企業との共同を用いる(resort to : ～最終手段として～を用いる)
自社ビルを持つ代わりに

Under the new policy, international companies can now operate their businesses independently without the government’s **consent**. However, foreign businesses are required to utilize India’s local materials in about 30% of their goods.
新しい政策の下で、海外の企業は独立してビジネスを創業する事が出来る(independently : 独立して)インド政府の同意無しで可能(consent : 同意、承認)
しかし、海外からのビジネスでは、インドの資源を彼らの商品で30%使用する必要がある(material : 資源、材料)

Upon entering India, Uniqlo will go **head-to-head** with other international clothing companies such as H&M and Forever21, which are all operating in India. Moreover, Uniqlo must **robustly** promote its brand because some locals are still unfamiliar with it.
インドに参加して間も無く
ユニクロは、他の同業国際企業としのぎを削る(go head-to-head : しのぎを削る)
全て、インドで操業している
さらに、ユニクロはしっかりと自身のブランドを促進しなければならない(robustly : しっかりと、頑丈に promote : 促進)
なぜなら、インド人はそのブランドに馴染みがない為(unfamiliar : 馴染みがない)

The Japanese company will also have to adapt its products to the Indian market. A business consultant from India said that the company should concentrate on women’s clothing because it is the **segment** with the fastest growth.
日本の企業は、彼らの商品をインドのマーケットに適応させなければならない(adapt : 適応、順応)
女性の服に関して焦点を当てるべきである(concentrate : 集中する、専念する)
何故なら、その分野の最も成長する分野だから(segment : 分野)

Along with Uniqlo, other foreign companies are also taking advantage of the policy changes in India. The Swedish furniture company IKEA [ee-**KAY**-uh] has also opened a store in the country last spring. Prior to the store’s opening, the company gave its new customers a preview of its products by launching the IKEA Hej Home. The Hej Home, which operated for six months last year, let potential customers test IKEA furniture.
店のオープン前(prior to : ～の前、事前)
可能性のある顧客に～の家具をテストさせる(potential : ～の可能性を秘める)

Viewpoint Discussion

Enjoy a discussion with your tutor.

Discussion A

- Do you agree with the Indian government’s decision to allow foreign businesses to operate independently in the country? Why or why not?

- [illegible]

[illegible]

- What conditions should a government set before allowing foreign companies to operate in a country?
- Discussion B

- If you were a business owner, what preparations would you make before catering to a different culture? Discuss.

- In your opinion, what should foreign companies do to successfully cater to the people in your country (e.g. how they should promote products, what kind of products they should sell, etc.)?
- Category : Business

- [illegible]

[illegible][illegible]