**Environmental analysis of Japan**

Early in the 1990s, Japan set lofty goals for climate preservation, and it remained committed to doing so throughout the decade. Japan has a comprehensive climate protection strategy, and it is well-coordinated and often evaluated. In accordance with the UN Framework Convention on Climate Change, Japan has continuously backed worldwide efforts to safeguard the environment (UNFCCC).

The economy's CO2 intensity (kg CO2/unit GDP) declined by 1.8% in the 1990s, moving it up to eighth place among OECD nations. Japan has worked to transition from oil to gas and nuclear electricity. Since the 1970s, it has made extensive and successful use of energy efficiency requirements, and in 1998, it established its "top-runner" programme, which greatly enhanced them. Major cities have well-developed public transportation systems with differential rates, and most metropolitan regions still rely heavily on public transportation for most passenger trips. Emissions of greenhouse gases (GHG) from this sector have decreased as a result of voluntary measures by the Japanese industrial sector. Public education campaigns encourage actions to combat global warming in order to change the behaviour of energy consumers.

One of the nations most impacted by catastrophes and natural disasters is Japan. Japan occasionally experiences tsunamis, floods, earthquakes, landslides, cyclones, and volcanic eruptions. Japan spent billions of dollars on reforms and reconstruction after these catastrophes. Japan really has less visitors due of natural calamities, expensive costs, and communication problems.

**Societal analysis in Japan**

The tenth most populous nation in the world is Japan. Other sources, however, place it 11th in the globe rather than 10th. There are currently 126.2 million people there (Worldometer, 2021). The two main faiths of Japan are Shintoism and Buddhism, and the majority language, said by around 99% of the people, is Japanese.

Many societal issues confront Japan. The two major problems Japan is currently facing are an ageing population and a declining birthrate. Men may expect to live 81 years on average, compared to 87 years for women. According to several estimates, the population of Japan will probably be less than 100 million by 2045-2050 and 87 million in 2060. Japan will suffer a great deal from this, and regional countries, especially China, will get the upper hand. As a result, many Japanese lawmakers are increasingly emphasising the need for a "integrated" immigration strategy to bring in necessary foreign employees and close the skill gaps brought on by Japan's ageing and declining birth rate.

Japanese businesses are frequently valued above international ones in Japan. Trading becomes challenging for international businesses as a result. Indeed, this is a major factor in the failure of many foreign businesses in Japan. For instance, Tesco (a British retail behemoth) had to shut down its business in Japan in 2012 after being there for nine years (BBC, 2012). Similar to how Wendy's, Pret A Manger, and several other international businesses failed in Japan. It is also true, though, that certain foreign businesses prospered greatly in Japan. Therefore, it is crucial for foreign businesses to conduct a thorough environmental analysis before entering Japan.

**Cultural Analysis in Japan**

Due to technological advancements, both large, multinational firms and SMEs now have greater access than ever before to the worldwide market. Due to the rise of cross-cultural teams in the workplace as a result of increased globalisation, businesses now more than ever need to comprehend cultural differences, especially if they hope to be successful in international trade.

In Japan, communication is highly complicated. It's crucial to comprehend both verbal and nonverbal communication since spoken words might have several meanings. The understanding of what is stated depends on the context. Since verbal communication may be perceived in so many different ways, nonverbal communication is crucial. Even the simplest phrase may alter how something is understood.

Japan is a country with a dynamic, diverse culture that has many opportunities for commercial investment and creativity. From their extensive rituals to the way they interact, the Japanese are an extremely complicated civilization.

Money seldom exchanges hands directly in Japan, which has an influence on commerce as well. This implies that you won't give the cashier your money when you make a transaction. Instead, you should use the tiny tray that is supplied to place your payment (cash or credit card). If modification is required, it will also be put here for you. In hotels, restaurants, and taxis, you may anticipate literally running into this method because it is so common in Japan.

1. <https://howandwhat.net/pestel-analysis-japan/>
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