

International Business Development and New Inroads into Japan/Asia

Services and Business Flow



Hirari Global Agency

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■ Summary of Services

Support of Business Expansion into Japanese and/or Asian Markets

In tough economic environment rapidly changing, the world has been shrinking every day and it is difficult to skirt the globalization in order to maintain and expand business. Perhaps, the time has come to seriously consider export, import and direct inroads for overseas production or sales. Let's aim at having appropriate and healthy overseas expansion matching with the corporate policy and its business scale.



**Japanese/Asian
Business Consulting**



**Japanese/Asian
Market Research**



**Market Development
and Sales Agency**



**Support of Direct Inroads
into Japan/Asia**



**Practical Work
of Trade**



**Translation and
Communication**

■ Business Consulting



We support your new inroads into Japan/Asia and new business development in the market when it is determined that there are business potential and marketability based on the market research and analysis. We offer the optimal market entry, such as export and import transactions, conclusion of contract, establishment of overseas offices and subsidiaries, joint ventures, outsourcing, and mergers and acquisitions. In addition, we can confer with you the review of your existing overseas business and its proper operation.

Item	Support Services
New Business Development (Export & Import)	International sales and practical work of trade pertaining to export and import, such as construction of project scheme, strategic planning of market entry, market research and analysis, development of sales channels and/or suppliers, conclusion of various contracts.
Overseas Inroads (Direct Investment)	Formulation of business strategy and planning, selection of candidate sites, development of business partners, joint ventures and outsourcing, various procedures pertaining to the establishment of representative offices and/or subsidiaries.
Review of Existing Overseas Business	Improvement of local management by verification and review of existing business, reformation of subsidiaries, mergers and acquisitions, and/or withdrawal from the local business.

■ Market Research



Research and analysis in the candidate market is essential in order to enter the overseas market. The market research starts from the macro survey and expands into the investigation of market, the feasibility study, and then into the consumers survey.

Item	Support Services
Macro Survey	Investigation to confirm the business potential in the candidate market. Based on the collection and analysis of basic data such as political, economic and social situation as well as various statistical information, this is to investigate the market size, growth potential and competitive situation of the business.
Investigation of Market	Investigation to verify the marketability and formulate the entry strategy. This is to collect the information such as statistics and corporate website, and to list and analyze competitors, distribution channels, potential customers in the candidate market.
Feasibility Study	Investigation on the possibility of trading with potential customers. In order to gather the information about potential customers and their needs in the candidate market, this is to hear from such customers by interviews and/or thru e-mail or phone.
Consumers Survey	Survey of consumer trends and needs in the candidate market. This is to conduct the survey of consumers thru sampling survey carried out by a specialized local company, and to formulate marketing strategy for market entry.

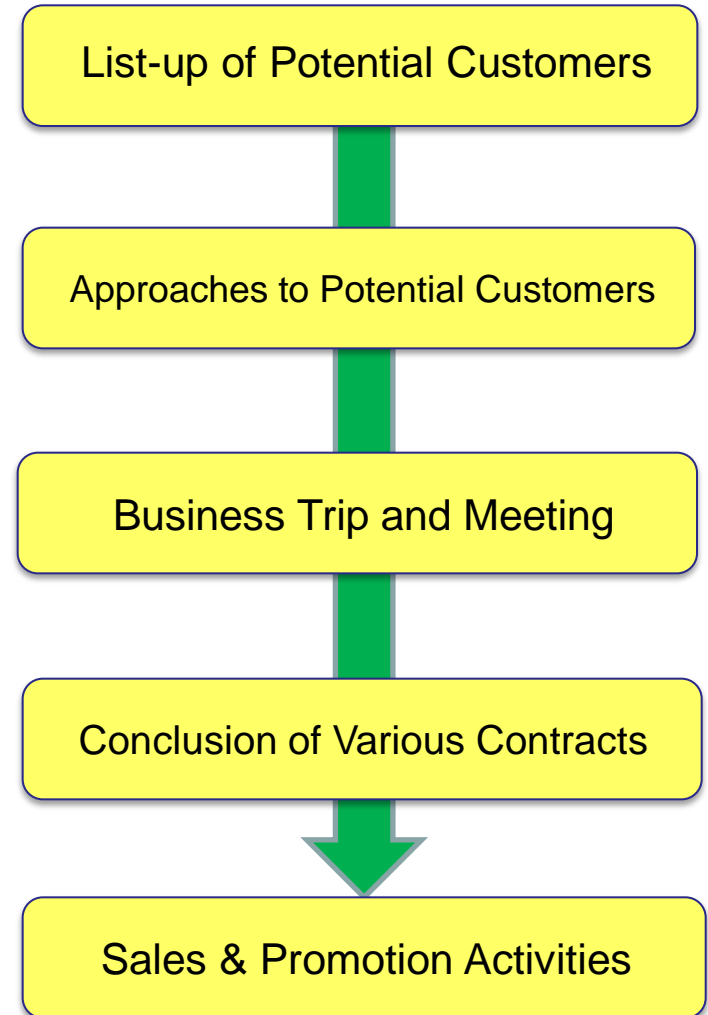
■ Market Development & Sales Agency



Based on the market research and analysis made in the candidate market, we make up a list of candidates for distribution agents and/or major trading partners and make approaches in order to explore the possibility of trading.

In addition, we do sales activities afterward on behalf of your esteemed firm for conclusion of contracts, collection of orders and sales promotion.

If necessary, we cope with long-distance business trip to participate in business meetings and/or exhibitions.



■ Direct Inroads into Japan/Asia



We support the preliminary survey and validation, various negotiation, contracts and procedures for your new inroad into Japan/Asia by the direct investment. In addition, continuous review and reformation of business already in operation is essential. It is sometimes required to make the tough decision whether continuing or withdrawing and whether enlarging or downsizing. We also support your work for new business alliance with local companies and M&A, or withdrawal from the existing business operation (closedown and liquidation).

Item	Support Services
Establishment of Offices and Subsidiaries	Selection of candidate sites, various procedures and local recruitment when establishing the representative offices and/or subsidiaries. In addition, negotiations and conclusion of contracts with the local law firm and accounting firm.
Business Alliance	Negotiations and conclusion of contracts for business alliance with local companies, including outsourcing and joint ventures, to promote the business.
Business Reformation	Verification, review, improvement and reformation of the existing overseas operations If required.
International M&A	Necessary procedures, including concrete negotiations and due diligence, if the mergers and acquisitions of local companies are required for business expansion.
Withdrawal from Overseas Business	Employees' dismissal pertaining to the closedown and liquidation, and other legal and financial procedures If withdrawal from the existing overseas operation is required.

■ Practical Work of Trade



The following work of international trade is required for export and import. According to your request, we provide services to carry out the work or necessary education to the responsible party.

Item	Support Services
Application Work	Various applications to be required at both ends of export and import
Shipment	Appropriate packing required for international transportation, selection of shipping company (including vessel's booking)
Customs Clearance	Selection of customs broker, creating (or preparing) customs documents
International Settlement	Foreign exchange control, issue (or control) of L/C, foreign remittance

■ Translation & Communication



We undertake the translation of various documents and materials for international business as well as the communication with your overseas clients/suppliers.

Item	Support Services
Translation (English – Japanese)	Agreements, catalogs/brochures, instruction manuals, etc.
Communication (English)	Telephone (Skype), e-mail, post-services, etc.

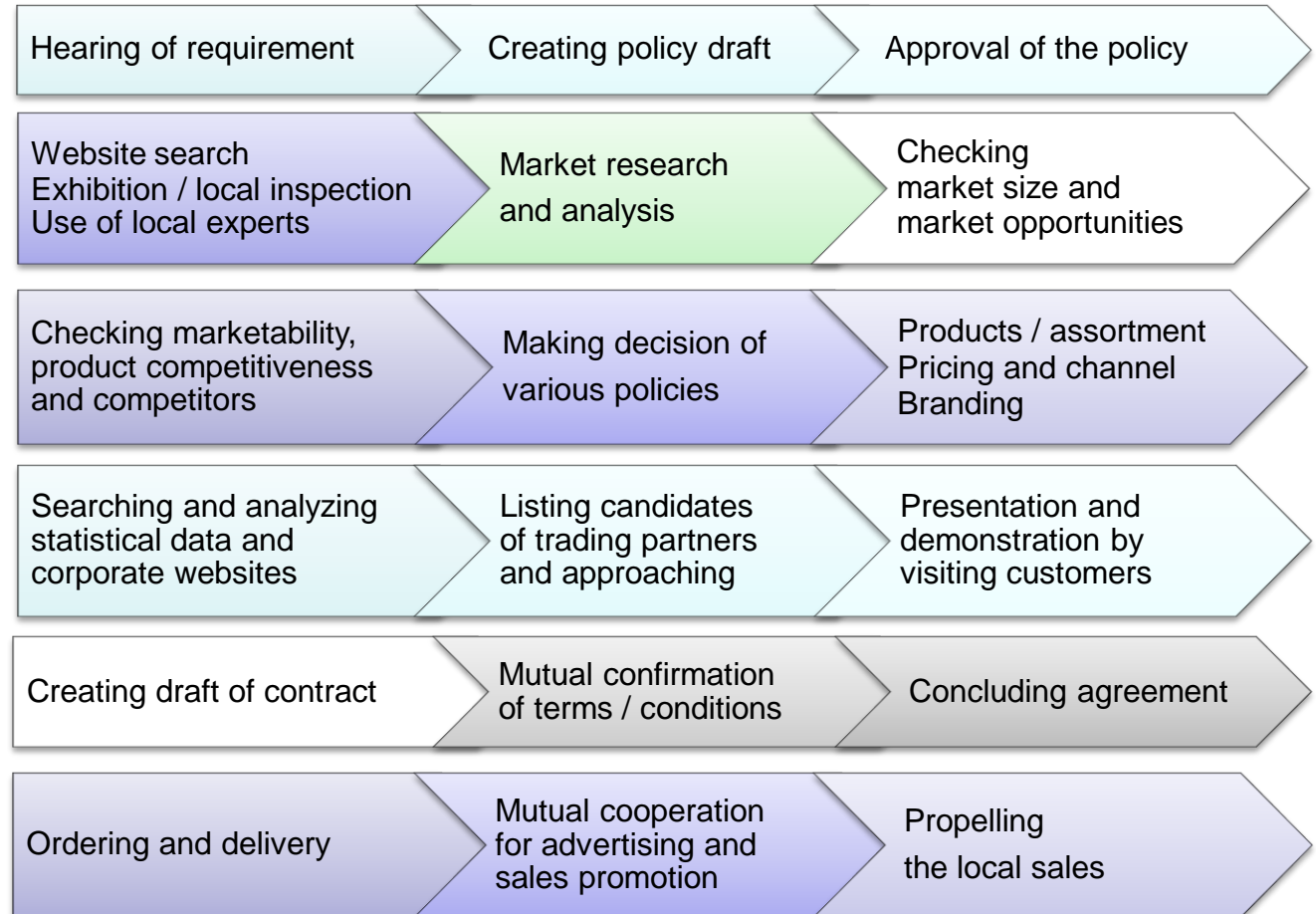
■ Development of New Business in Japan/Asia

Business Flow when newly starting export and import trade

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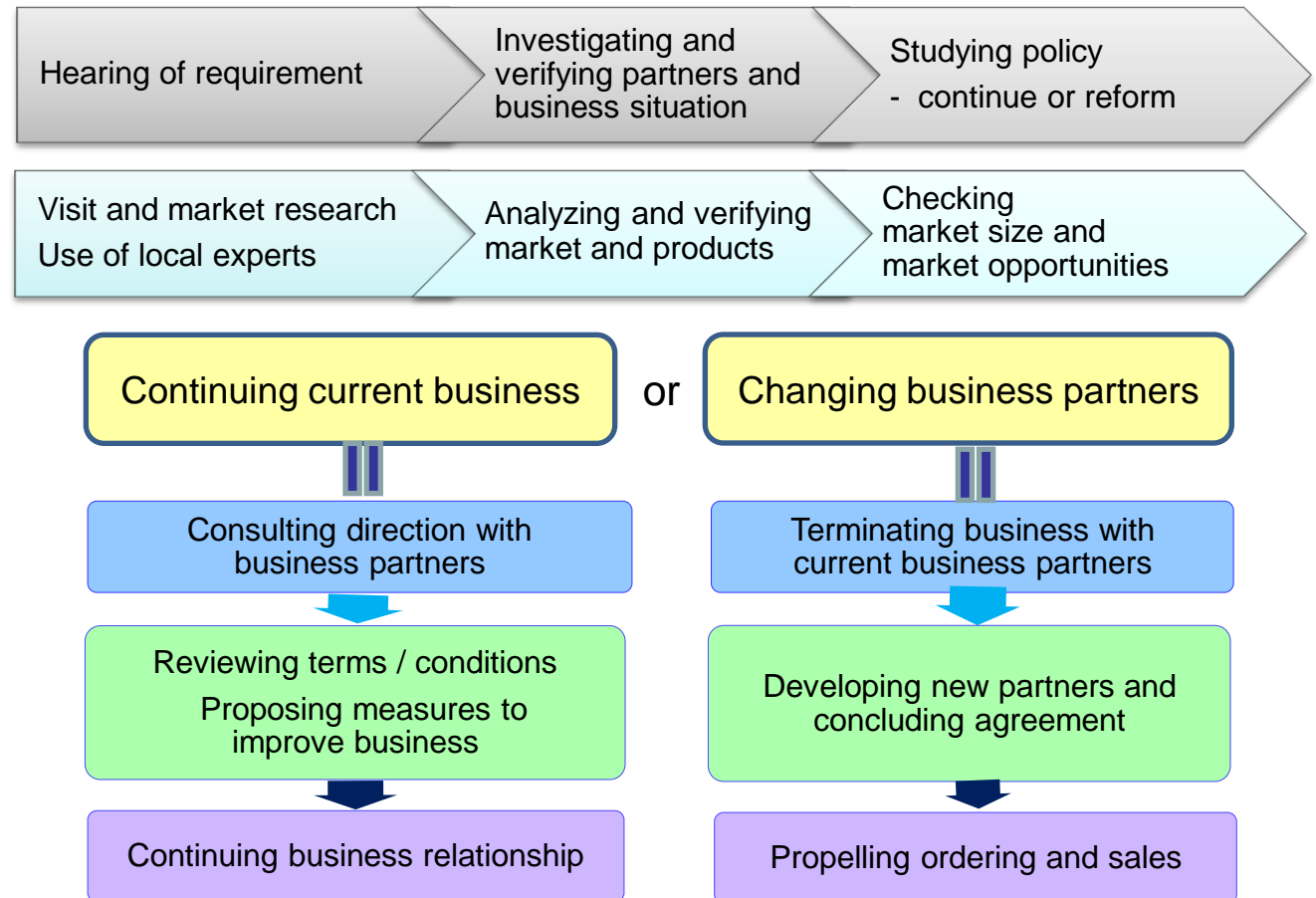
■ Review of Current Business in Japan/Asia

Business Flow when improving or reforming the current export and import trade

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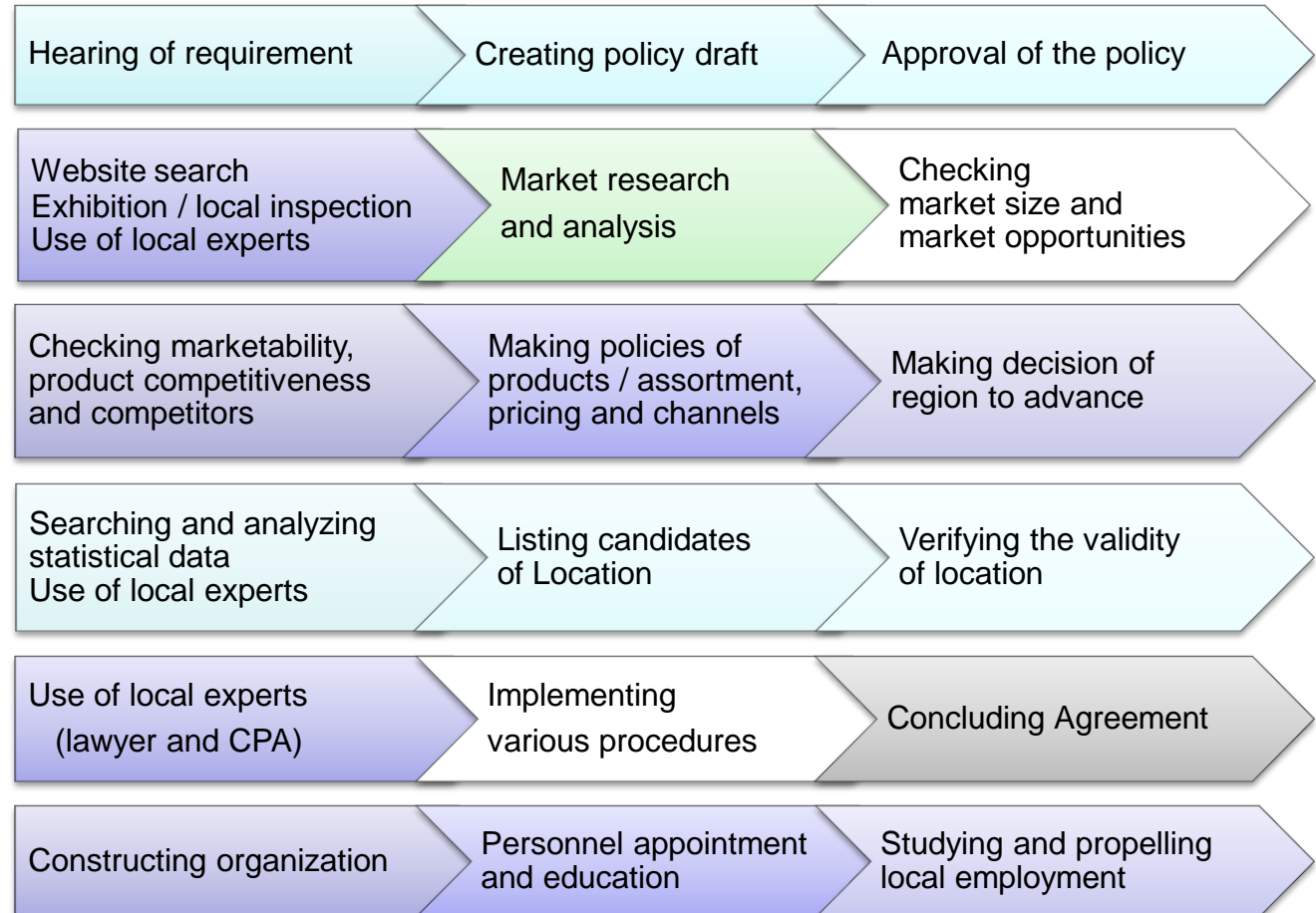
■ New Business Inroads into Japan/Asia

Business Flow when newly establishing regional offices and/or subsidiaries

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■ Review of Current Operation in Japan/Asia

Business Flow when improving or reforming the current overseas business

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