

# Selling to Japan Online

<https://marketpublishers.com/r/SB49EAF86EFEN.html>

Date: June 2014

Pages: 70

Price: US\$ 1,300.00 (Single User License)

ID: SB49EAF86EFEN

## Abstracts

Japan is one of the top 3 consumer markets in the world, yet many consumer goods companies steer clear because it seems so forbidding.

JapanConsuming's new report, *Selling to Japan Online*, shows you how to access this market with little effort, and yet still reach millions of consumers. The report identifies 7 routes to sell online to Japan, offering a route to market to suit all sizes of business and all budgets, from a one man business to listed companies. These routes include selling via Japanese e-commerce businesses that will sell your product direct to their customers without the need for you to export to Japan directly.

### The report includes:

Overview of what makes the Japanese market so worthwhile and background data

Overview of the e-commerce market including market size, breakdown by category, trends, where the opportunities are for overseas brands

Profiles on all the main players in Japanese e-commerce

Comparison table on the different routes to market and the pros and cons of each

Indepth review of the different routes to market, potential partners (including contact names in some cases), and sources of help

Review of e-commerce marketing including list of social networking partners and marketing providers

Thorough review of the legal and tax regulations linked to each route to market so you can quickly establish what you need to do

With Selling to Japan Online you will see the opportunities ahead of the competition, potential new customers, key partners, where to focus marketing, and clear concise step by step methods for tackling this key market.

Overviews of each format, covering background, ownership, operations, characteristics.

**The report helps you to:**

Focus on the best targets that suit your brand

Gain rapid understanding of the market

Work out which method works best for your size of business and brand positioning

Start selling to Japan within a few weeks

If you want to sell consumer products to Japanese consumers, whether with little effort and investment or by setting up a Japanese e-commerce business, Selling to Japan Online has all the intelligence and guides needed to get the job done.

**What retail facilities are there and where?**

Included are complete lists of every shopping centre and department store in each of the top 100 markets.

Explain the market and its huge potential to head offices, investors and clients using graphical summaries, rankings and analysis

## Contents

### **WHY JAPAN?**

### **WHY E-COMMERCE?**

### **REPORT KEY FINDINGS**

Seven Routes to Market in Japanese E-Commerce

### **SOME BACKGROUND DATA ABOUT JAPAN**

Geography

Climate

Transport and Infrastructure

Demographic profile & trends

Japanese Economy and Global Role

Distribution system overview

Retailing

### **THE E-COMMERCE MARKET IN JAPAN**

Market size and sales potential

e-commerce trends

### **E-COMMERCE KEY PLAYERS**

Aeon Square

Amazon

Belluna

Buyma

Creema

DeNA

Dinos-Cecile

DoCLASSE

Fashion Co Lab

Felissimo

Jupiter Shop Channel

Laso

Locondo  
Lumine  
Magaseek  
Nissen  
NTT Docomo  
Oak Lawn Marketing  
Otto Japan  
Parco City  
Ponpare Mall  
QVC  
Rakuten  
Scroll  
Senshukai  
Seven Net Shopping  
Start Today  
Stylife  
Yahoo  
Waja

## **HOW TO ACCESS THE MARKET**

Seven Routes to Market in Japanese E-Commerce

1. At a Minimum
2. Low cost, high impact
3. Higher cost, low effort, strong impact
4. Higher cost, more effort , medium impact
5. High impact, cost and effort depending
6. Medium effort, medium impact, low cost
7. Big Effort, High Cost, the biggest Impact

## **MARKETING**

Marketing Providers

## **LEGAL, TAXES & REGULATIONS**

Taxes  
Intellectual Property  
Import regulations

Specific E-Commerce Regulations

## **DOING BUSINESS IN JAPAN AND CONSUMER EXPECTATIONS**

Tips on Selling to Japan

Commitment

Dealing with Japanese Business Culture

Negotiations

Japanese Consumer Expectations

## I would like to order

Product name: Selling to Japan Online

Product link: <https://marketpublishers.com/r/SB49EAF86EFEN.html>

Price: US\$ 1,300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SB49EAF86EFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970