



# **SAN-TEN CONSULTING LLC**

Our services for business development in Japan



**San-Ten Consulting LLC** is a boutique consulting firm based in Tokyo specialized in business development and market entry support in Japan. Our focus is in the B2B business of technical products in various industries. For more information, please visit [www.san-ten.com](http://www.san-ten.com)

# OUR FLEXIBLE, AFFORDABLE APPROACH TO BUSINESS DEVELOPMENT IN JAPAN

## MEET YOUR NEW REPRESENTATIVE OFFICE IN JAPAN

By acting as your representative office, San-Ten Consulting offers a streamlined solution to the challenge of entering the Japanese market. Our primary approach to developing business in Japan is a cost-efficient alternative to establishing a subsidiary, allowing you to scale your investment in line with business growth. We can serve your business development needs through both ongoing and project-based solutions.

## JAPAN: A COMPLEX OPPORTUNITY FOR SMEs

As the world's fourth-largest economy in terms of nominal GDP and purchasing power parity (PPP), Japan is an irresistible market. An openness to innovation and technology, a highly skilled workforce and a premium-grade infrastructure further enhance the country's allure.

Despite the market's magnetism, companies from around the world often hesitate to expand in Japan. Small and mid-sized enterprises (SMEs) are especially intimidated by the prospect of entering Japan, as language and cultural barriers can make the market excessively expensive and difficult to penetrate.

## SAN-TEN CONSULTING: YOUR FLEXIBLE AND AFFORDABLE WAY INTO THE JAPANESE MARKET

The San-Ten Consulting solution is a simple, cost-effective approach to conducting business in Japan.

When you entrust us to become your representative office, we focus on developing your business in Japan affordably—without all the unnecessary overhead that a subsidiary would require.

When you work with San-Ten Consulting, you unlock a workforce that adapts to your needs on demand, minimizing costs while maximizing results. Furthermore, we function as your sales and marketing division in Japan. Unlike independent brokers, which prioritize their own financial benefits, San-Ten Consulting will consistently act **in your best interest**. After all, as your official representative in Japan, **your success is our success**.

## DRIVING BUSINESS DEVELOPMENT SUCCESS IN JAPAN'S SPECIALIZED SECTORS

As specialists, we primarily serve niche business-to-business (B2B) clients operating in technical industries, including chemicals and materials, intermediates, automotive supplies, health care, machinery and construction.

We have also developed a reputation for delivering results for clients that need access to specific business-to-consumer (B2C) sales channels: retailers and wholesalers, for example. Additionally, clients with products or services that require special licenses, such as medical devices and recruitment, count on us to connect them with the best possible business partners in Japan.

# CONTINUOUS SUPPORT SERVICES

There are several elements that foreign businesses need to thrive in Japan, but one thing is a must: having a physical presence in the market. Numerous, face-to-face meetings are necessary to close business deals, and navigating the intricacies of Japanese business practices, culture, and language is impossible without being locally engaged. Instead of partnering with a distributor or trader in Japan that in our experience will only occasionally yield results or founding an expensive, full-fledged subsidiary, we offer a different possibility for expanding your business in Japan:



For most SMEs with technical products or services, we recommend having a representative office in Japan, and therefore this is the primary service we offer. A representative office is the perfect balance between your needs and the effort and cost associated with maintaining your market presence. Think of us as your dedicated sales and marketing department in Japan. Acting as part of your organization means acting in your best interest, free from the limitations of a distributor model. We primarily work as your agent, facilitating direct sales between you and your Japanese customers. However, should the need arise, we can also provide direct support for trading, logistics, and financial transactions. With our extensive experience at the crossroads between foreign clients and Japanese customers, we understand both sides of the equation: your business needs and the reality of conducting commerce in Japan.

When we represent your company in Japan, we will provide all necessary business development services, including:

- Creating a point of contact in Japan for potential customers to address questions and requests
- Establishing connections with potential customers through trade fairs, networking, industry associations, direct emails or calls
- Direct sales through customer visits, event presentations, workshops and seminars
- Communication, in Japanese, including document preparation (presentations, leaflets, brochures, and more)
- Marketing activities, including advertisements, digital marketing and press releases
- Exhibiting at trade fairs, including booth applications, booth design and staffing
- Organizing logistics and working with importers and distributors in Japan
- Supporting financial transactions and contract negotiations

Additionally, we offer flexible staffing solutions tailored to your business needs.

Should you require more than our in-house team, we can expand as your business grows by employing bilingual part-time professionals or freelancers with specialized skills, on an hourly basis.

If your business requires even more dedicated support, we can hire a full-time sales manager to focus entirely on your growth in Japan. This approach allows us to adapt our resources and expertise to match your evolving requirements, ensuring cost-effective and efficient market development.

# PROJECT-BASED SUPPORT SERVICES

Sometimes, the pathway to Japan involves a precise, project-based approach. San-Ten Consulting offers a variety of solutions that target specific market entry challenges.

## BUSINESS PARTNER DISCOVERY

In B2C fields, such as retail, or where specific licenses are required—like medical devices and recruitment—we specialize in finding the right partners or your business.

Understanding the nuances of the Japanese market, particularly the unique role of distributors, where Japan differs from much of the world, is crucial. Therefore, selecting the right partner requires in-depth knowledge of local practices and market conditions.

At San-Ten Consulting, we identify smaller, highly motivated importers and distributors that align with your needs and expectations.

Our approach typically unfolds through the phases described below:



## MARKET STUDIES

Market studies are the backbone for any decision about entering the Japanese market. Our comprehensive market studies address critical questions, including:

- Is the Japanese market right for your business?
- Does the market's potential justify your investment?

We assess market potential and, if necessary, develop a realistic business plan tailored to your needs. Additionally, we provide detailed insights into potential entry barriers, regulatory requirements, and associated costs, equipping you with the knowledge to navigate Japan's commercial landscape effectively.

## UNLOCK YOUR BUSINESS POTENTIAL IN JAPAN WITH SAN-TEN CONSULTING



### OUR COMPETITIVE ADVANTAGES



- A flexible and affordable one-stop solution for business development in Japan, including reliable partnerships in multiple consulting areas, such as legal advice, tax and accounting, communications, back office, and recruitment
- Nearly a decade of consulting experience with comprehensive knowledge in business development and market-entry support as well as innovation management
- Profound insights into numerous markets and industries on a B2B level
- A deep understanding of Japanese culture and business customs, often providing lectures, seminars, and webinars on this topic
- An expansive network, including corporations and SMEs, business associations, research institutes and universities, (governmental) institutions, venture capital organizations, and M&A agents
- Highly experienced in intercultural, cross-border management to balance Western expectations with Japanese values
- Memberships with several foreign chambers of commerce in Japan as well as the Tokyo Chamber of Commerce and Industry



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Service Description 2024