

FCIJ Business Confidence Survey – Fall 2017

5. Comments to Strategy in Japan

- Will be difficult given difficulty in recruiting. We will soon have to look outside of Japan for recruiting so a change in government recruitment policy would be very helpful.
- Attracting new customers to compensate the decline in one sector
- becoming number one foreign player in our industry
- BREXIT and EU-JP FTA offer us additional new opportunities.
- Entering to new business segments to maintain the growth
- Expand market share as US
- Expanding volumes with current customers
- Expansion in sales, resources and physical presence long term
- Growth is coming from our core market and also from new (to us) but related market.
- Growth of sales and organization.
- I am in the advanced education business. Japanese universities are engaged in the internationalization of universities in response to globalization.
- investigate new opportunities
- It could have been copied from a text book but does not cover drift or obstructions and the real issues to successful implementation.
- It is necessary to develop new items and sources to keep current level.
- Japan is still biggest market outside of Finland. We continuously seek to expand capacity and new destinations.
- Japan still represents consistent and reliable growth in comparison with greater volatility in other markets.
- Look at niche and new market
- Looking to grow beyond our partners business in the coming year.
- New Products to launch.
- No clear strategy, because just completed the demerger.
- Organic growth with some strategic hiring.
- Our company definitely wants to do more in Japan.
- Pharma sector's price pressure and governmental policy to alternate innovative pharma products to generic ones are quite strong, so we may have to consider to streamline our business structure in JP
- Speciality of products.
- Strong growth is not expected. moderate and steady growth on a long run is the goal.
- Strong player in niche market which continues to grow.
- The need for multicultural counseling centers is great and Tokyo Counseling Services satisfy our client's needs.
- Try to increase our share with our products which we have not enough share in Japan
- We are gaining a lot of momentum. It was long to get approved by the first OEM, but now they all come to us and want our products.
- We are looking for a trigger to grow and expand. Otherwise we will sustain the current level of staff and expenses.
- We looking for global market.

- We seek to keep our business and strong relationships with our current stakeholders, but going forward will likely seek to expand our global business into new areas which will also impact what we supply to Japan.
- We still waste time fighting with vested interests whose businesses are affected more by changes in the business environment than by perceived foreign competition, but still insist on holding up structural reform.
- We try to get more source, but not for sales in Japan.
- We try to overcome oversupply situation and keep certain amount of sales volume.