

FCIJ Business Confidence Survey – Fall 2009

Comments to changes in business performance

Approach new target groups.

B2B company depending on clients' communication and marketing budgets which are strongly affected by the company's results

Because of Leman shock, many of our clients' cut the budget for consultants, even when they are critically important case. We expect some of them eventually come back after their problem becomes more serious.

Budgets were frozen but seem to be slowly being released for new capital projects.

Business needs in a bad environment

Change in sales and product strategy

Change of technology + lack of investment

Changed market mix and cost structure to improve revenue and profitability which will improve over the next 6 months. We however see a decline again, once stimulus ceases.

Combination of several factors listed above

COMPETITION LOSING TRUST BECAUSE OF DISCOUNTING.

consistent marketing amongst clients over lean period, picking up some business now as result

Consumer sentiment still very weak

Contraction in demand

Corporations both in Japan and abroad have slashed budgets in many areas, and we are a service supplier to corporations (mainly "gaishikei").

Cost cutting

Cost reduction drastic plan could lead to adapt our resources to the low level of sales and therefore generate results

Customers have seen their own revenues and profits under pressure over the past six months and so have cut costs and reduced capital investment. However, some improvement in the situation is now being seen.

Decline of the figures of new houses construction

Depression and IT have changed the industry makeup

Differentiating with unique product with benefits

Direct competition in pricing to get limited customer.

Downturn of automotive industry without clear recovery perspective

Due to economy down, no new project

Duty free Business in airports is strongly affect by the strong Yen

Environment has been changed means we should change our strategy to fit into current situation.

Especially in Auto and High tech

Everyone seems to be holding back and waiting to see where the economy is going to go to next

Exchange rate has helped us a lot. Still we have made both internal consolidation as well as moves with our customers which have improved our position.

Exchange rates have helped boost profits even when sales remain constant

Exchange rates have hurt us

Expending more effort than in past on marketing

Fallout from the financial crisis has created some opportunities and more challenges.

Focus on connecting more strongly to the consumer and understanding better their renewed wish to balance price with quality.

Franchise building

general trend of customers going down market on all food products. decrease in overall demand and downward pressure on pricing.

Higher Yen considerably lowers the cost of imported products

Improved market conditions have helped create revenue opportunities, meanwhile we are leaner following some cost cutting exercises.

Improvements are due to a number of factors, one of them being our own efforts. The fact that we are climbing out of the deep and that consumers seem to be willing to spend a bit (careful spending still) is encouraging, after a year of saving is obviously an important factor as well.

in the crisis surviving was the name of the game. Even long term initiatives had to be sacrificed, like it or not.

But strong financial management now proves to allow us to position ourselves for new growth again.

Increase efficiency. Price competitively to win. Sell solutions that meet client's needs and interests.

Increased competitiveness with fees, working with less resources

Increased marketing and promotional spend, and demand for healthy food.

Internal efforts to reduce cost have been implemented; layoffs were considered, however, not carried out.

Introduced a new and focused Management team to drive change and introduce products relevant for the market and suited to these economic conditions.

Introduction of new product lines greatly assisted our growth.

Invest in marketing and expanding into new sales channel

Investing more capital in strengthening our platform/business in Japan.
Investment in marketing and people.
Investment in Tokyo Office with respect to people and infrastructure/processes.
It is a sum of own efforts, increased sales, and product mix since some industries were not hit at all (e.g. Medical industry)
It is not only one reason but also a combination of various factors listed above.
Japanese and foreign clients put the brakes on spending.
Japanese Automotive industry has entered into the era of investment for development for new car for 2013. So their budget is increasing.
Lack of budgets and/or lack of confidence in the near-by future of the Japanese economy
Lehman shock
Less spending power of consumers, different buying behavior of consumers
low purchasing power of consumers
Made big efforts to promote our products sales with Japanese partners
Main drivers for our business are market volatilities, interest rates, credit markets and foreign exchanges.
Market evolution and low demand in Japan.
Market is bullish and profits are on the rise, combined with cost cutting and activity reorganization.
more staff-members and more retailers
New business strategy implemented last year before the crisis hit. We foreseen part of our business slowing down and had to adjust. This business is picking up from the last 6months.
New business, strongly depends on own efforts.
New group wide supports and functionality.
New market segment targeted
New product launch
New profitable product sales has been growing with strong yen.
No change at 2,3, means our sales was terminated since last year Nov. and then nothing change until today.
Sales revenue is being kept with zero.
Offering a product that is competitive in a Japanese market that is showing overall strong growth.
Our client base is Japanese and our services are subject to budgeting pressure in the present recessionary environment.
Our clients lost company's profit a lot.
Our company is engaged in domestic Japan business as well as considerable export from Japan
Our customers are used to use more money for keeping Japanese quality. They are now trying how they can save money like international standard.
Our own efforts prevented that we were hit tougher by the economic crisis
Pay cuts forced people to leave their jobs, bringing profits back.
People travel less, save costs,
POOR ECONOMY TRANSLATES INTO REDUCED CONSUMER INTEREST IN LUXURY PRODUCTS
Positive word of mouth and our current position is strong in a marketplace with still reasonable demand has led to an increase in business in our current declining economic climate.
Profit margin get smaller due to fierce competition.
Revenues increased in lower margin businesses
Sales Competency is the key
Sales decline due poor performance of economy
Severe economic downturn and recession affection all of Japanese industry
Significant decreases of prices, due to action of some competitors
Small business, low cost base, therefore operationally highly geared, which gained momentum.
Specified to high end market, which was not affected from depression. And to expand our business by keeping strong branding.
Strong effort by sales team to bring in unhappy customers from other companies, therefore, change in competition could also apply. However, our own efforts mainly attracted new customers.
Strong management of changes and costs
The strength of the JPY has overridden all other efforts.
The strong effects of financial crisis.
This year still supported by back logs of long deliveries but next year very tough charranging!! customer projects all suspended by change regime
Tourism and Hospitality negatively impacted by general economy and also strong increase in the yen strength over the past 12 months
Trying to get a foot into the Japanese market for personality building seminars
Unemployment and uncertainty kept people away from spending in education and training
Value of Japan sales has increased since 2008 due strength of Yen
Varied, balanced marketing plan including frequent as possible contact with potential customers in our database; business leads via internet have increased, this is strong and cost effective for us.
Volume recovery

We are a newly established (Dec. 2008) marketing company (i.e. no "sales revenue" per se, so #2 above not strictly applicable), so started in investment mode, and we expect to improve bottom line through smarter use of limited resources

We are a start up that has recently marketed new products.

We are stagnant in what we are doing. We need to make huge fundamental changes.

We are trying to reduce the costs of production.

We cannot expect results after just a few months. Now that trust is growing, chances for increased business is growing

We changed our business mix, made adjustments to our cost structure which will yield better profits for the coming months. We however expect another decline once government stops stimulation.

We feel customers had been de-stocking from Oct. 2008 to March 2009.

We have been able to maintain profitability thru the downturn so far, by our own efforts. Profitability is set now to decline because there is nothing left to cut...we are down to the bone. Further cuts would be equivalent to amputation...cutting off a viable member, and action that would result not only in reducing costs but also in further reducing profits.

We have managed to regain old customers that were not buying for past 6-12 months and in addition gained new customers. Profitability high due to change in our product mix and exchange rates in our favour.

we have recently opened an office here therefore increased revenue is to be expected, however there has been a notable increase in overall inflow to our funds since July.

We were affected mainly by new competitors selling generic drugs at a very low price.

We work directly with the Province of British Columbia on a fixed contract so while there has been no change in the actual earnings, we are fixed in Canadian dollars on some items so we have seen currency fluctuation as our greatest issue

When recession looms, companies traditionally cut back on advertising, promotions and events. For that reason, we have had to make extra efforts to find companies and markets looking to expand.