

Japan Market Entry Checklist

A Practical Guide for International Companies Exploring the Japanese Market

Understand Japan. Prepare Your Strategy. Take the Next Step.

1. Market Understanding

Know the Market

2. Partner Search

Find the Right Partners

3. Strategy

Plan for Success

4. Execution

Turn Plans into Action

5. Business Culture

Understand Japan

Connecting Global Business with Japan

Remote Power Networks

<https://r-power.net>

MARKET UNDERSTANDING

Know the Market

Before entering Japan, it is essential to understand the market, customers, competitors, industry trends, and potential barriers to entry. Understanding the market helps you determine whether there is a real opportunity for your product or service and what preparation is required.

How RPN Can Help

RPN researches the Japanese market and helps international companies identify market opportunities, potential challenges, competitors, customers, and relevant business conditions.

CHECKLIST

- ☐ Is there a clear demand for your product or service in Japan?
- ☐ Have you researched the size and potential of the Japanese market?
- ☐ Have you identified your target customers?
- ☐ Have you analyzed your major competitors in Japan?
- ☐ Have you compared competitors' products, services, and pricing?
- ☐ Have you identified potential market entry barriers?
- ☐ Have you researched relevant regulations and business practices?

If you answered “No” to several questions, further research and preparation may be needed before entering Japan.

OUR SUPPORT

- ☒ Market Research
- ☒ Competitive Analysis
- ☒ Customer Research
- ☒ Market Opportunity Assessment

PARTNER SEARCH

Find the Right Partners.

The right local partners can significantly reduce the challenges of entering a new market. A suitable Japanese partner can help you build credibility, establish relationships, understand the market, and create real business opportunities.

How RPN Can Help

RPN researches potential Japanese companies based on your business objectives, requirements, and target market, and supports the process from candidate identification to initial contact.

CHECKLIST

- ☐ Have you identified what type of partner you need?
- ☐ Have you researched potential distributors or sales partners?
- ☐ Have you identified potential business partners?
- ☐ Have you researched key companies in your industry?
- ☐ Have you evaluated potential partners' businesses and capabilities?
- ☐ Have you considered the credibility and suitability of potential partners?
- ☐ Have you developed an approach strategy for Japanese companies?

OUR SUPPORT

- ☒ Partner Research
- ☒ Partner Identification
- ☒ Company Research
- ☒ Initial Contact Support

STRATEGY & EXECUTION

Plan for Success. Turn Plans into Action.

Understanding the market is only the beginning. A successful Japan market entry requires a clear strategy, appropriate localization, practical preparation, and consistent execution. Your strategy should define what you want to achieve in Japan, who you want to reach, how you will communicate your value, and how you will test and develop the opportunity.

How RPN Can Help

RPN helps international companies adapt their business for Japan and provides practical support for moving from market research and strategy to actual business activities.

CHECKLIST

- ☐ Have you clearly defined your objectives for entering Japan?
- ☐ Have you identified your target market and customers?
- ☐ Have you developed a Japan specific value proposition?
- ☐ Have you adapted your website and business materials for Japan?
- ☐ Have you reviewed your marketing and sales messages?
- ☐ Have you identified the resources required?
- ☐ Have you created an execution timeline?
- ☐ Have you considered starting with a small market test or initial project?
- ☐ Have you established measurable goals?
- ☐ Have you established a process to evaluate results and determine the next step?

OUR SUPPORT

- ☒ Market Entry Strategy
- ☒ Market Entry Execution
- ☒ Project Support
- ☒ Business Development
- ☒ Localization

JAPANESE BUSINESS CULTURE

Understand Japan

Understanding Japanese business culture can make communication smoother and help build stronger business relationships. You do not need to become Japanese. You need to understand how Japanese companies communicate, make decisions, build relationships, and develop trust.

How RPN Can Help

RPN helps international companies understand Japanese business practices and communicate effectively with Japanese companies.

CHECKLIST

- ☐ Do you understand that communication may be more indirect and context oriented?
- ☐ Are you prepared to communicate clearly, respectfully, and patiently?
- ☐ Are you prepared to build relationships before discussing business in depth?
- ☐ Have you allowed sufficient time for internal decision making?
- ☐ Have you adapted your communication and materials for Japanese expectations?
- ☐ Are you prepared to follow up consistently and respectfully?
- ☐ Are you prepared to build trust over the long term?

OUR SUPPORT

- ☒ Cross Cultural Communication
- ☒ Business Communication
- ☒ Localization
- ☒ Relationship Development

KEY MESSAGE:

The key is not to become Japanese. The key is to understand how to work effectively with Japanese businesses.

NEXT STEPS

Ready to Explore the Japanese Market?

Your next step starts with understanding the market.

Entering Japan can be challenging when you do not have local knowledge, relationships, or resources.

Remote Power Networks helps international companies understand the Japanese market, identify opportunities, find potential partners, develop strategies, and move toward practical business execution.

Call To Action: START WITH A CONVERSATION

Tell us about your business, your goals, and what you are looking for in Japan.

Let's explore your opportunity in Japan!

Remote Power Networks

Connecting Global Business with Japan

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