

Japan Market Entry Support – Business Proposal

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Service: Japan Business Support (JBIZ)

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1. Executive Summary

Japan Business Support (JBIZ), operated by Dreaman Co., Ltd. since 2008, provides comprehensive **one-stop support services** for individuals and companies worldwide aiming to enter or operate in the Japanese market. From reservation and purchasing services for individuals to full-scale business entry support—including market research, promotion, logistics, and BPO—JBIZ delivers a seamless, multilingual, and highly responsive service experience. Supported by over **50,000 experts globally**, JBIZ ensures rapid execution, high-quality delivery, and cost efficiency in Japanese market operations.

2. Background & Market Opportunity

2.1 Macroeconomic Advantage: The Weak Japanese Yen

The Japanese yen has experienced depreciation in recent years due to prolonged low interest rates and global inflation trends, boosting cost-competitiveness for foreign entrants in Japan.

2.2 Japan's Brand Strength

Japanese products and services are globally recognized for their exceptional quality and reliability. Success in Japan can serve as a powerful signal for broader Asian and global markets.

2.3 Japan's Global Appeal

Japan has been ranked the “most attractive country in the world” for two consecutive years in Condé Nast Traveler's Readers' Choice Awards, underscoring its appeal and trustworthiness.

These factors jointly create an opportune moment for foreign businesses to enter the Japanese market effectively and cost-efficiently.

3. Service Concept & Value Proposition

3.1 Mission

“To enable overseas clients to achieve real, measurable results in Japan via the shortest and most reliable path.”

3.2 Core Features

- **One-Stop & Expert-Driven:** From market research to sales, operations, and administration—handled through a single, dedicated point of contact.
 - **Extensive, Multilingual Network:** Supported by over **50,000 registered experts (lancers)** globally.
 - **Full-Spectrum Service Menu:** Services range from individual reservation and shipping to corporate promotion, BPO, real estate, and logistical support.
 - **Fast & Flexible Payments:** Accepting Bitcoin, PayPal, Payoneer, WISE, and bank transfers.
 - **Low Risk Entry Model:** JBIZ handles regulatory, logistical, and cultural challenges, minimizing operational risks.
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4. Service Menu (English Overview)

Reservation Agency (Individuals/Travel Agencies): Confirm reservations (hotels, restaurants, etc.) for 1,200 JPY per item; same-day support options (e.g., change/cancellation) at additional rates.

Investigation Report: On-site research and report generation; pricing upon request.

Purchase & Shipping Agency: Purchase items in Japan and ship internationally—cost = product price + shipping + 2,000 JPY/item.

Sales & Promotion Services: Market entry support including seminars, exhibitions, pop-up shops, and online store management. Pricing upon request.

Real Estate Research: Site visits, live streaming, and information collection—possible collaboration with administrative experts. Pricing upon request.

Base Address Rental: Corporate presence in Tokyo via mail forwarding and address rental. Pricing upon request.

Secretarial Services: Telephone, email, mail handling to emulate a Tokyo-based presence. Pricing upon request.

Appointment & Sales Agency: Lead generation, appointment setting, remote/onsite sales execution. Pricing upon request.

Partner & Executive Candidate Introduction: Facilitating connections with Japanese partners and staff recruiting. Pricing upon request.

Expo & Promotion Management: End-to-end exhibition and media campaign management. Pricing upon request.

Purchasing Agency & Logistics: Negotiation, buying, warehousing, shipping—end-to-end order fulfillment. Pricing upon request.

Corporate Establishment Support: Business structure setup, legal compliance, tax, BPO services (accounting, payroll, social insurance, visas, nominee directors, internal audit).

Market Entry Flow:

1. **Preliminary Research:** Gap analysis, feasibility review, competitor benchmarking.
 2. **Advance Preparation:** Entry planning, assignment of domain experts.
 3. **Incorporation Prep:** Recruitment, logistics, communications setup.
 4. **Business Foundation Strengthening:** Ongoing promotion, partner network growth.
 5. **Optional Trial Services:** Available upon request for initial reassurance.
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5. Strategic Advantages

- **Deep Expertise & Speed:** 50,000-strong expert network + long-standing experience.
 - **Operational Convenience:** Full package from digital to physical services.
 - **Flexible Business Model:** Scalable to client needs with on-demand pricing and execution.
 - **Secure & Credible Entry:** Local presence via address, secretarial, and administrative support.
 - **Transparent & Trustworthy:** No recorded incidents, backed by optional trial services.
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6. Success Stories & Media Visibility

- **Media Coverage:** Dreaman's services, notably its "business convenience store" concept, have been featured in major Japanese publishing outlets, affirming credibility.
 - **Case Example:** Universal Robots case—insights include enhancing local base functions, optimal use of exhibitions/seminars, and ecosystem expansion strategies—used as a benchmark in service planning.
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7. Implementation Timeline (Sample)

Phase	Duration	Key Deliverables
Preliminary Research	2-4 weeks	Feasibility report, competitor analysis
Preparation	2-6 weeks	Entry plan, expert assignment, promotional assets
Validation via Pilot	6-12 weeks	Sample sales, exhibitions, PoC performance
Full Rollout & Expansion	3-6 months	Scaling operations, partner development, BPO shift

8. Pricing Model (Indicative)

- **Reservation:** 1,200 JPY/item (basic); +800 JPY for same-day adjustments.
 - **Purchasing & Shipping:** Base cost + 2,000 JPY/item.
 - **Other Services:** Customized estimates based on scope and scale.
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9. Risk Mitigation & Compliance

JBIZ carefully manages local legal frameworks (labor, tax, data privacy), administrative protocols, logistical issues (customs, HS codes), and reputational risk (media, crises). Trial services and transparent reporting ensure client confidence.

10. Reporting & KPI Framework (Optional)

- **Weekly:** Inquiry counts, appointments, lead conversion.
- **Monthly:** Conversion rates, costs per acquisition/contact, service performance.

- **Quarterly:** Strategy adjustments, partner expansion, sales growth tracking.