

# TEST & GROW YOUR BUSINESS **IN JAPAN**

Would you like to develop business opportunities with Japanese partners but lack the resources to hire locally?

**DISCOVER THE BUSINESS CONNECT MISSION**  
An agile business development approach fully aligned with your objectives.

## **TWO COMPLEMENTARY SUPPORT PHASES**

Test the market and progressively develop concrete business opportunities.

## **DELIVERED BY A LOCAL TEAM BASED IN TOKYO**

Consultants acting as representatives of your company on the Japanese market.



## 1 MARKET TEST (6 WEEKS)

Validate the Japanese market's genuine level of interest in your offer before committing long-term resources.

### MISSION SCOPE

- ▷ **Analysis of your offer and its positioning** in the Japanese market
- ▷ **Translation and adaptation** of sales materials (presentation, pitch, key messages)
- ▷ **Test of your offer** with a panel of around **10 qualified prospects**

### DELIVERABLES

- ▷ **Detailed feedback** for each prospect contacted: level of interest expressed / reasons for refusal where applicable
- ▷ **Comprehensive summary report** outlining the identified opportunities
- ▷ **Strategic recommendations** based on Phase 1 results: **transition to Phase 2** or refinement of **positioning and targeting**

From €3,800 to €5,700 depending on the target scope



## 2 BUSINESS DEVELOPMENT (MINIMUM 3 MONTHS)

Turn initial interest into business opportunities.

### MISSION SCOPE

- ▷ **Continuous prospecting** in the Japanese market for clients, distributors, and partners
- ▷ **Organization and follow-up** of business meetings (online and in-person)
- ▷ **Follow-up and management** of local business relationships
- ▷ **Coordination with your team** and regular reporting
- ▷ **Assistance during** trade fairs or business events

### REPRESENTATION & TRANSFORMATION

- ▷ **Act as your local representative in Japan**
- ▷ **Deliver your marketing and brand message** in a way adapted to the Japanese business environment
- ▷ **Build and maintain relationships** with prospects
- ▷ **Convert initial interest into qualified business opportunities**

### DELIVERABLES

- ▷ **Monthly reporting** on business development progress

Flexible program tailored to your objectives

Monthly fee: €1,900 with a minimum commitment of 3 months

Success fees per qualified meeting secured: first 3 meetings €250 each, then €175 per meeting