

**Pave your way through the Japanese market**



**YOUNEEDS**

**YOUNEEDS Co., Ltd.**

Your gateway to the Japanese market

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# About YOUNEEDS

YOUNEEDS Co., Ltd. is a Japan market entry consultancy, founded in 2020.

Our mission is to help foreign companies break into and succeed in the Japanese market.

We are located in Tokyo and Osaka and offer nationwide support through our international team with an extended background in online and offline marketing, localization, and legislation.



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# What We Promise

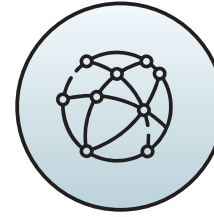


Our staff has  
**15+ years of experience**  
in facilitating new  
business leads in the  
Japanese market.



Both **on-site and online support** - in addition to  
our Osaka and Tokyo  
office, we have numerous  
partners across Japan.

We also have staff in  
Europe to cover a wider  
range of time zones.



Our **international team**  
includes native Japanese  
sales representatives to  
enhance **relationship  
establishment with  
domestic partners.**

Our international  
marketeers know how to  
make your product / service  
**stand out in the Japanese  
market through  
localization.**



Assisted 9 companies in  
2024 from Europe, USA,  
and Asia in their journey  
to enter the Japanese  
market.



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# The Different Phases of Market Entry

**After you have made the decision to start selling your product or service in Japan, there are two crucial phases in order to successfully operate on the Japanese market. Our main focus lies on the second phase.**

## Phase 1

### Company Establishment Phase

- Company registration
- Opening a Japanese bank account
- Registration as an Invoice Issuer
- Arrangement of Tax Accountant
- Appointing a Business Manager for your Japan branch
- Securing office space
- Other necessary tasks (HR, payroll, et cetera)

## Phase 2

### Company Establishment Phase

- Localized marketing
  - Product or service adjustments
  - Development of a Japanese website
  - Other sales materials    • Trade show exhibitions
- Sales activities
  - Target list    • Securing sales personnel
  - Client acquisition    • Customer success
- Legal
  - Drafting contracts conform to Japanese law
  - Obtaining trademarks and patents
- Finance
  - Implementing tools for quotation and invoice issuance



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# **Our Services**

**Everything you need for a smooth market entry**

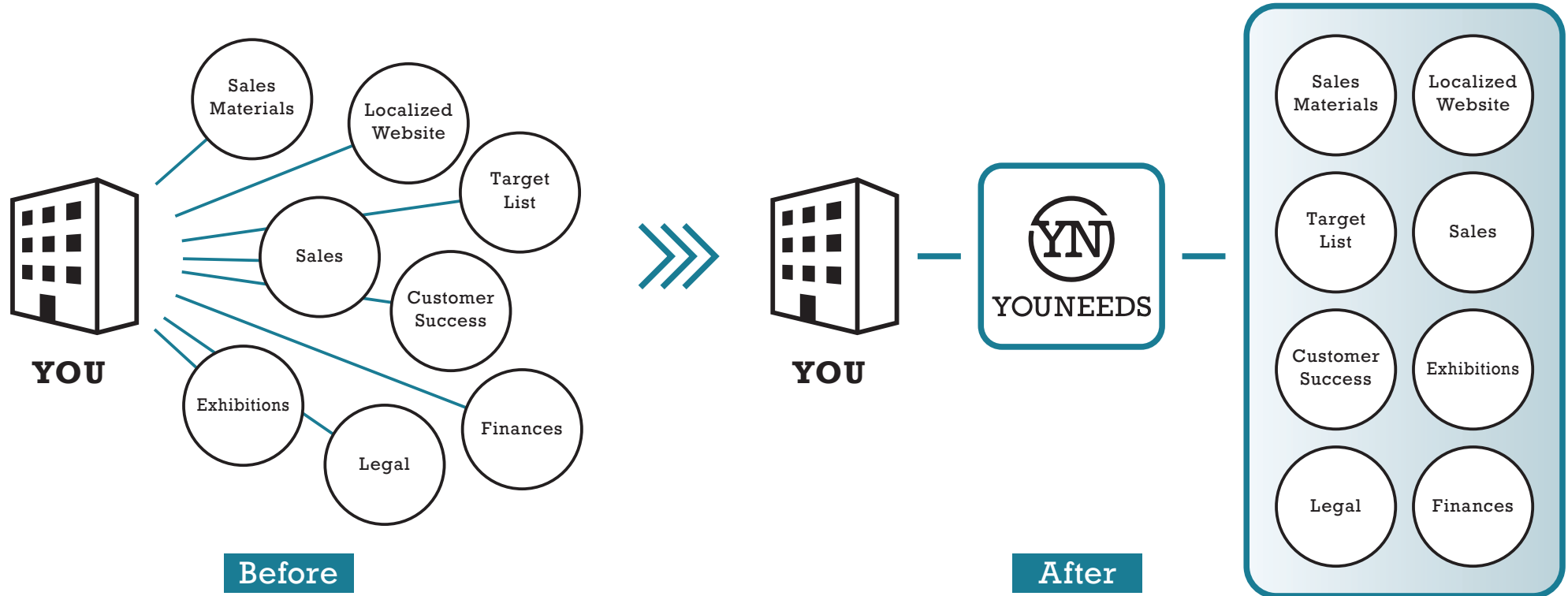


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# How We Can Help

**YOUNEEDS Co., Ltd., provides comprehensive support during the critical business phases, essential for a successful market entry into Japan.**



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# Our Services



## Market Research

- Learn about your company's strengths and opportunities



## Marketing & Branding Strategy

- Online advertisement
- Pamphlets and other printed material
- Exhibitions, pop-up stores, and events



## Talent Sourcing

- Matchmaking with Japanese companies
- Local sales representatives
- Assistance at business negotiations



## B2B Target Lists

- Understand the scale of each industry
- Identify potential business partners
- Know your competition



## DX & Web Design

- Professional website that represents your brand
- Tailored design that is appealing to Japanese audience



## Legal Support

- Company establishment support
- Advice on contracts and visa



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# Project Examples

## **Marketing strategy**

for an Italian shirt maker who wants to distribute to Japan

## **Find leads in Japan**

for a Hong Kong 3D printing company with market research.

## **Conduct market research**

for a Dutch cosmetics maker about entering the Japanese market.



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# Service Packages

## **Entry Package**

Market research and the provision of a target list to find your partners in Japan.

## **Standard Package**

All Entry services, as well as creation of marketing materials and a Japanese website tailored to you.

## **Advanced Package**

All Standard services, compelling sales materials and assistance with setting up partner meetings.

## **Premium Package**

All Advanced services, including in-person representation at business meetings with Japanese partners.

## **Comprehensive Package**

All Premium services, advertizing management and a dedicated manager for your Japanese business operations.



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# Our Trusted Partners

## **O-BIC / IBPC Osaka**

Public Organization for Osaka Promotion

## **Invest Tokyo**

Public Organization for Tokyo Promotion

## **Rocking Horse**

Setting Up Meetings with Major Japanese Companies

## **Sales Marker**

Database Services for Japanese Companies

## **Six Sigma**

Support for Company Registration, Accounting,  
and Labor Services in Japan



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# Contact

## **YOUNEEDS Co.,Ltd.**

Mail: [info@youneeds.co.jp](mailto:info@youneeds.co.jp)

Website: [www.japan.youneeds.co.jp](http://www.japan.youneeds.co.jp)

### **Osaka Office**

〒532-0002

6F COLUMN Shin-Osaka,  
4-4-15 Higashigumi,  
Yodogawa Ward, Osaka

### **Tokyo Office**

〒105-0004

903 New Shimbashi Building,  
2-16-1 Shimbashi, Minato city, Tokyo



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