06 Globalization and Environment

01 Globalization strategy

01 System for overseas development

01 System for overseas development

01 Is the desire of the top management to develop overseas vigorous and is it understood in the whole enterprise?

- Y Do you have a stand not only to develop your business but also to contribute to the country to be developed?

- N In overseas development, both strong desire of the top management and good understanding of the whole enterprise are indispensable.

02 Is there an inevitable reason, to promote overseas development and a possibility to occupy a dominant position in the global market by taking advantage of your strength?

- Y What is the reason to develop the overseas business? Assess if the domestic strength of the enterprise can be an advantage in foreign markets.

- N Let them examine whether the enterprise is on a phase to develop overseas markets.

03 Do you have any spare management resources that make overseas development possible without making any hindrance to domestic management?

- Y As a result of investment of funds, securing staff to be dispatched to the foreign field and the like, don’t your domestic resources become short?

- N In overseas development, it sometimes has to invest much more resources intensively than in the domestic development.

04 Do you conduct international information exchange by using the internet?

- Y Check the present use of the internet for overseas development and let them study measures for further utilization.

- N Use of the internet in the overseas development is indispensable in order to realize an agile management activity and reduction of information cost.

02 Aim of overseas development

01 Aim of overseas development

01 In case the aim of your overseas development is substitution of your domestic supply to the overseas, do you have a foresight to secure the advantage for a long time?

- Y How stable are the political and economic future, and the position in the global market? Have you considered the country risk?

- N Let them foresee the duration of the advantages in relation to a recovery plan of the overseas investment.

02 In case the market of the country to be developed is your target, is the growth capability of the market high enough and do you have a prospect to win against your competitors?

- Y Please explain the basis of your prospect on growth capability and competition especially with your domestic competitors in the country to be developed.

- N Are the scale of the market and your share that you expect to get in it adequate?

03 When you develop an overseas business under the request of your parent enterprise, do you always watch your parent’s management stand?

- Y Do you obtain a long term plan of your parent enterprise and forecasting changes of the foreign and domestic management environments?

- N There may be a case that the parent requests very strongly to you to develop an overseas business initially. But it may not be able to take care of you later due to changes of the overseas or domestic management environments.

03 Stability of the country to be developed
01 Stability of the country to be developed

01 Is the infrastructure of the country to be developed being in good conditions for your business activities?
- Yes From where have you got the information of the infrastructure? Have you made the field survey by an expert?
- No In overseas business, defects on infrastructure that you cannot imagine in your home country may exist.

02 Do you understand in your overseas business you have to consider problems based on the nature, race, religion and the like, which you need not care in the domestic business?
- Yes Have you got the understanding through your field experience?
- No Explain to them the difficulties to cope with those problems.

03 Does the legislation related to the industries often get revised? Does it make the rules and conditions stricter?
- Yes Grasp the facts through the lawyer and the like, and forecast the future from the political and economic circumstances of the country.
- No Let them grasp how their profit has been squeezed in the field as the result of rules and regulations being tightened.

04 Local partner

01 Local partner

01 Does your staff dispatched keep a good communication with your local partners and do they have satisfactory cooperation?
- Yes Do the good relations and cooperation help to increase your profit?
- No When they are not in good relations, let the enterprise investigate which side is responsible for the problem and how to settle it.

02 In the case of a joint venture, do you choose a partner who does not have possibility to make trouble with investment ratio and the like?
- Yes Even if there is not any problem now, will it happen to have a trouble due to stagnation of the growth, the successor and the like in the future?
- No When there is any problem on reliability of the partner by hearing the evaluation of staff in the field, some measures to cope with it should be taken urgently including dissolution of the contract.

03 Do you always grasp information of your oversea partner and customers? Are your selection of your agents and your various contracts secured?
- Yes Please explain how you get information and how you use an expert on contracting.
- No You should fully use an expert who is well acquainted with information of the field.

05 Procurement and use of funds

01 Procurement and use of funds

01 Do you make best use of the financial market of the country you have developed and manage to conduct favorable capital procurement?
- Yes Don’t you consider too much of the low interest rate and overlook a risk to borrow a foreign currency, which is at the mercy of fluctuating exchange rate?
- No At business in foreign countries, utilization of the local financial market is important.

02 Do you make use of a method such as netting and the like in order to evade the foreign exchange risks, to save remittance charges and the like?
- Yes Does the head office control global use of the capital?
- No Procurement and use of capital without control of the head office is not desirable also from the viewpoint of the internal check.
02 Overseas transaction

01 Export and import

01 Export transaction

01 Do you study to develop overseas market by export? Can your products and services be exported?
- Do you have capable persons for overseas business to promote export and import inside and outside of the enterprise?
  - Do you have already secured personnel who are responsible for export and import operation?
    - Do you have any advice from the consultant or the public institution to promote export and import business?

02 Do you make a market research on goods and market for export?
- Do you try to increase the strength of your goods by development import, parallel import and the like?

03 Do you survey the country risk for export and the trade risk, in order to manage a measure to escape from these risks?
- Do you try to differentiate your goods and increase your profit by importing self-planned and developed goods produced in overseas?

02 Import transaction

01 Do you differentiate your goods by import of overseas products?
- Do you try to increase the strength of your goods by development import, parallel import and the like?

02 Have you already secured personnel who are responsible for export and import operation?
- Do you have any advice from the consultant or the public institution to promote export and import business?

03 Manpower

01 Do you have capable persons for overseas business to promote export and import inside and outside of the enterprise?
- Do you try to increase the strength of your goods by development import, parallel import and the like?

02 Have you already secured personnel who are responsible for export and import operation?
- Do you try to increase the strength of your goods by development import, parallel import and the like?

03 Do you have any advice from the consultant or the public institution to promote export and import business?
04 Have you already secured a reliable trading firm or personal network?
- O If you have already secured, do you think your business is growing?
- O Whether or not you can consume the same amount of goods when you are secure in a trading firm or network?
- O Depending on your experience and the scale of export/import, it could be beneficial to use a trading firm and the like for rapid advance in export and import.

03 Product Liability measure

01 Product Liability law

01 PL law

01 Do you understand that PL law is applied not only to the manufacturer, but to the processor and importer?
- O Do you understand that PL law is applied not only to the manufacturer, but to the processor and importer?
- O Whether or not you are able to explain the contents of the PL law.
- N Depending on your experience and the scale of export/import, it could be beneficial to use a trading firm and the like for rapid advance in export and import.

02 PL measure

01 Is the importance of PL law informed and recognized thoroughly among the whole organization of the enterprise?
- O Is the importance of PL law informed and recognized thoroughly among the whole organization of the enterprise?
- O Whether or not you have informed and recognized PL law among the whole organization of the enterprise.
- N Depending on your experience and the scale of export/import, it could be beneficial to use a trading firm and the like for rapid advance in export and import.

02 When you are a distributor, don’t you think PL law is not applied to you? Have you decided a method of inspection for your goods?
- O When you are a distributor, don’t you think PL law is not applied to you? Have you decided a method of inspection for your goods?
- O Whether or not you have decided a method of inspection for your goods.
- O Depending on your experience and the scale of export/import, it could be beneficial to use a trading firm and the like for rapid advance in export and import.

03 Do you appoint a person in charge of PL and provide a window for consulting customers on PL?
- O Do you appoint a person in charge of PL and provide a window for consulting customers on PL?
- O Whether or not you have appointed a person in charge of PL and provided a window for consulting customers on PL.
- N Depending on your experience and the scale of export/import, it could be beneficial to use a trading firm and the like for rapid advance in export and import.

04 Is your business insured against PL?
- O Is your business insured against PL?
- O Whether or not you have insured your business against PL.
- N Depending on your experience and the scale of export/import, it could be beneficial to use a trading firm and the like for rapid advance in export and import.

04 Environment preservation in marketing

01 Prevention of pollution

01 Measures for goods

01 Do you watch and survey the conditions of your goods as far as to the final disposal including your package in order to prevent pollution?
- O Do you watch and survey the conditions of your goods as far as to the final disposal including your package in order to prevent pollution?
- O Whether or not you have watched and surveyed the conditions of your goods as far as to the final disposal including your package in order to prevent pollution.
- N Depending on your experience and the scale of export/import, it could be beneficial to use a trading firm and the like for rapid advance in export and import.
02 When you dispose a defective product and the like, do you consider reusing it by recycling, reforming, and the like?
- Y Do the reused goods have as good value as merchandise in their quality, appearance and the like?
- N Though there is a problem of cost, we should try to reuse them and preserve our resources.

03 Are you interested in such goods that distributors of each step try to recycle them because of good value of the material?
- Y Do you consider future changes of value of the raw material?
- N Development of goods which the value of the material and easiness of the recycling are considered, is needed.

02 Measure for waste disposal
01 Do you cut and crack wastes made at distribution processing, and use them for filling in a box for transport?
- Y Have you devised a method both easy for handling at disposal and advantageous for cost saving?
- N Device on use of processing waste and the like can be linked up not only to saving cost, but also to recycling.

02 Do you prepare treatment of final waste for recycling through careful classification?
- Y You should consider design, display and the like for easy classification from the process of product, packaging and the like.
- N We can say that recycling final waste as resources is a request by the society.

03 Do you study a device on energy saving of equipment and a change from fossil fuel to clean energy?
- Y Do you collect data of measures for environment preservation by energy saving?
- N You should consider energy saving as a long term policy of the enterprise.

04 Do you try to collect vacant containers and the like of your handling goods, without considering own product or not?
- Y Do you clearly announce that collection of vacant containers and the like is based on your policy of environment preservation?
- N Collection of container, package and the like may not last long, if it is made only by the efforts of limited staff. It shall be announced as a philosophy of the enterprise.

02 Environment preservation
01 Natural environment
01 Do you try to preserve the nature by taking care of planting trees around the shop and factory, and purifying waste water?
- Y Do you manage it to have a good appearance?
- N Consciousness of preservation of the nature shall be recognized all through the enterprise.

02 Do you try to simplify package and preserve the nature indirectly?
- Y Do you appeal to the customers that the simplification of package is a way to preserve the nature?
- N In simplification of package, the appearance of goods should be nice by device of material and design.

03 Do you make a better image of the enterprise by appointment of a person in charge of environment preservation and by participation in movement for it in the community?
Y Does the person in charge show in and out of the enterprise that the person can act under direction of the top management?

N This is the age that participation in environment preservation movement makes a better image for the enterprise.