

Dakishana Incorporated



2. Names of the team members

- Shafana Begum
- Kimberly Baez
- Daisy Magdaleno
- Nano Jikhaia

1) Geography/Region maps and bordering countries (Nano Jikhaia)

The Political Map of Japan



Figure 1
The Political Map Of Japan
mapsofworld.com

Introduction Into the Geography Of Japan

Japan, the country of sunrise, is a chain of four different islands, Honshu (the biggest of the four), Shikoku (the smallest of the four islands), Hokkaido (Very sparsely populated, almost isolated), and Kyushu (Located quite close to Korea). Those islands lie approximately about 100 miles from the coast of East Asia. In addition to these four islands, Japan has many smaller

islands that make its geography even more diverse. "Japan's total land area is about 378,000 square kilometers and thus approximately the same size as Germany, Finland, Vietnam, or Malaysia" (Web Japan). Japan is a country of islands with a unique landscape and a distinctive and characteristic climate. In ancient centuries the water was used as an excellent advantage to protect the country from enemies and foreign invaders. Water also played an essential role in gaining food resources since it was easy for people to travel through the ocean and have connections with other parts of the world.

Border Countries Of Japan

The neighboring countries for Japan are some of the strongest countries in the world, and those countries are the People's Republic China followed by the Russian Federation, and North and South Korea. "Approximately Japan occupies an area of 377,975 square kilometers (145,937 sq mi), which makes it about 3.7 times larger than South Korea" (GIS Geography, 2021). Because of the assemblage of continental plates, there are frequent earthquakes and active volcanoes in Japan.

Japan's Top Trading Countries And The Natural Resources Of The Land

With the unique and diverse landscape, the number of countries' natural resources is various as well. "Japan is the largest importer of liquefied natural gas and coal, and the second-largest importer of oil in the world" (Owuor, 2019). Among all the natural resources the Iron is one of the leading ones. The frequent volcanoes cause the creation of sedimentary rocks, which then produce an abundant amount of natural resources. "With few exceptions, Japan's mineral reserves are small, and the quality of those mined is often poor; Coal, iron ore, zinc, lead, copper, sulfur, gold, and silver are among the most abundant minerals" (Britannica). One of the

significant factors of Japan not being the leading country in terms of natural resources is its high population and less working space. In addition, the territory of Japan is under an increased risk of volcanic eruption, which violently brings natural resources such as metallic minerals to the country.

Japan is a prosperous country, but it lacks the raw goods produced needed for energy and manufacturing factors. Consequently, Japan is constantly involved in a trading partnership with the world's leading countries such as the United States, Netherlands, Korea, Singapore, Taiwan, and Hong Kong. In return, they export a variety of manufactured goods and raw materials, and this correlation creates the chain between imported and exported goods. "Japan is one of the most important trade and investment partners for the United States; In 2018, bilateral United States Japan trade in goods and services surpassed \$300 billion, as both exports and imports increased versus 2017" (Export.gov). The trading structure naturally is divided into two parts, imports, and exports. The contents of imported goods are petroleum, coal, and natural gas with primary import partner countries. On the other hand, the contest export consists of self-service motor vehicles, iron and steel products, electric machines, and plastic material.

Japan major export destinations (2017)

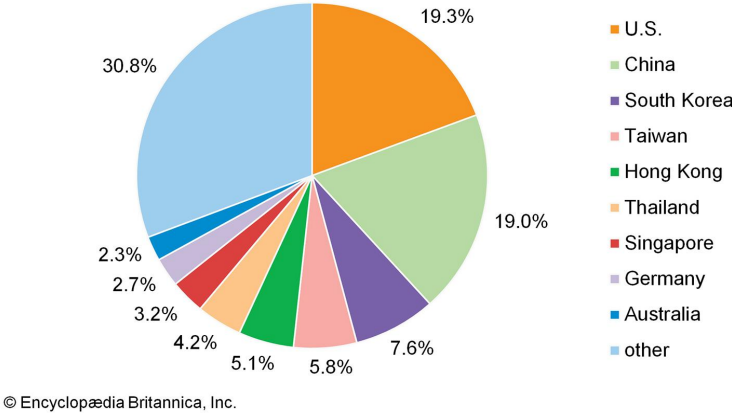


Figure 2
 Encyclopædia Britannica, Inc. (n.d.). Japan: Major import sources. britannica.com.

Rivers, Ocean, Seas and Ports

As mentioned above, a considerable part of Japan is occupied by the water, which is why Japan is called the country of Islands. The Pacific Ocean surrounds the country of Japan, along with the three seas as well. The names of those seas are the Sea of Okhotsk, and China and Japan sea. In total, there are 326 rivers in Japan and more than a thousand active ports in the country, including local and municipal ports.

2) Climate and Natural Resources (Daisy Magdaleno)

Introduction to Climate

There are many different climates in Japan. There are oceanic, warm humid continental, hot humid continental, and last but not least humid subtropical climates. In each climate there are different cities and capital located in Japan. The region of Yakushima has an oceanic climate. In Yakushima, the climate is described as warm. However there is no stop of rainfall throughout the year. The temperature usually averages about 63.6 degrees F. The driest month is December while August is considered to to be the warmest with an average of 77 degrees F. Hakodate, Rausu, Miyota Town, Karuizawa, and Naganohara are suggested to be the warm humid continental climate. When taking a look into Hakodate, the average temperature ranges around 46.8 degrees F. Rausu, which is in the northern hemisphere, has a cold climate with an average temperature of 40 degrees F. During the months of July and August,. Miyota Town is best to visit as it is the warmest. Karuizawa and Naganohara have the highest rainiest days in July with an average precipitation of 2.1 inches. Sapporo, Matsumoto, Ueda, Aizu-Wakamatsu, and Kitakami are in the hot humid continental climate category. Although Ueda, Aizu-Wakamatsu, and Kitakami are best described as warm temperate, Sapporo and Matsumoto are in the cold area. As

February is the driest month, Kitakami, Aizu-Wakamatsu, and Sapparo are in that segment. Last but not least, Tokyo, Yokohama, Osaka, Nagoya, and Kobe are significant as they are the most common regions for a humid subtropical climate. Precipitation during the year in the following regions comes about 1475 to 1578 mm with an average of 6 inches of rain or more. Japan has 4 full seasons just like some states in the U.S.; Fall, Winter, Spring, and Summer. In Japan, you'd be better off without checking the weather forecaster to see if it'll rain because there is an excessive amount of rain throughout the seasons.

The air pollution in Japan has a major health issue due to chemicals and dangerous particles. It's significant because this can cause all of the following but certainly not limited to breathing problems, diseases, and premature mortality. This can lead to symptoms such as heart attacks, chest pain, upper respiratory infection, cardiovascular disease, and much more. According to the World Health Organization it states, "...concentration of PM 2.5 is 12ug/m³" (IAMAT, 2020). This is significant as that is over the average air quality. Tokyo, Okayama, and Osaka are at high risk of air pollution due to nearby petrochemicals.

Introduction to Natural Resources

Japan has incredible natural resources to dive into. Silver, coal, copper, zinc, sulfur, are seen to be useful for various products. For starters minerals in Japan are mined in selected areas. It can be disappointing for those who choose to pick out minerals from Japan as it contains poor quality. However gold, platinum, and diamonds are in popular demand. White gold is being sold for a high price, more than platinum. Since Japan was the world's second largest country for diamond goods selling at \$12.6 billions, there is no doubt the quality is sacred. Japanese women prefer coral and shell in their day to day jewelry.

Now getting into fabrications, Japan is humbly identified as the best indigenous fibers ever to come across. Wisteria, nettle, and boro come into play for cultivating products. Boro typically is a combination of cotton, hemp materials, and linen used for clothing during the warm seasons. Nettle fabric is stronger as it is identified for garments that are practical. An increase of longevity along with a soft touch redefines clothes.

1) **Population / Demographics-** (Kimberly Baez)

Japan's overall population was 125.71 million last year in 2020. That number turned Japans' population ranked 11th globally, accounting for 1.6 percent of the world's population (Statistics Bureau, 2021) (Figure 1.1). In 2015, Japan was also ranked 11th among countries or areas with 10 million or more populations, with a population density of 340.8 people per square kilometer. Last year in 2020, due to the Covid-19 pandemic, the population in Japan decreased by 420,000 (Ebuchi & Koga, 2021). However, despite a decrease in the Japanese population, childbirth seemed to have increased from 25.6 in 1970 to 30.7 in 2020.

Today's Japanese population is mainly composed of Ryukyuan Japanese, Yamato Japanese, and Chinese. The country is very known for its four major cities, Kyoto, Tokyo, Osaka, and Nagoya. Tokyo is Japan's central city and its capital, with an estimated 13.96 million people, and Kyoto is the oldest city in the country. According to the Population Census, Japan had 53.33 million private households in 2015 (excluding "institutional households" such as students in school dorms), indicating a steady growth since the Census began. Nuclear-family households accounted for 55.9% of the total, while one-person homes accounted for 34.6 percent. (Statistics Bureau, 2021). In Japan, however, children from 0-14 years old reached 15.03 million in 2020, accounting for 12.0% of the overall population. The productive age population

(15-64 years old) accounted for 74.49 million people or 59.3 percent of the total population.

Consequently, the dependent population ratio (the total of the elderly and children divided by the productive-age population) was 68.8%. (Statistics Bureau, 2021).

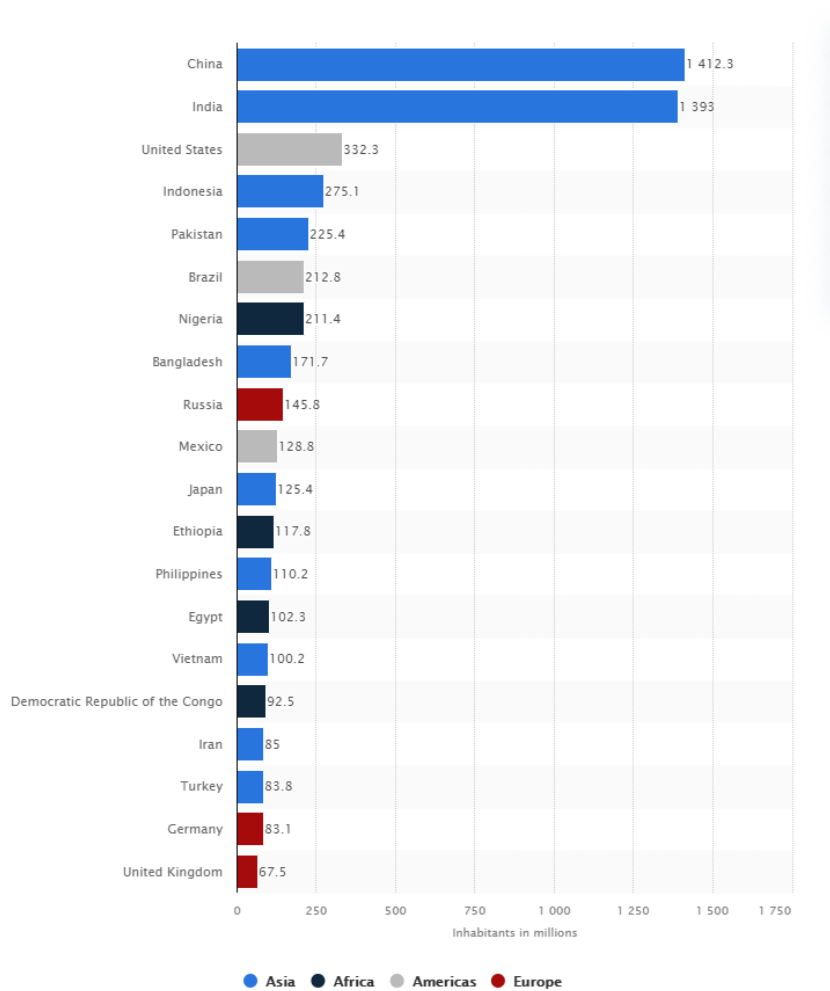


Figure 3
Statista, 2021

Vals Survey

Japanese culture has a good mixture of old traditions and modernity. In modern Japanese culture, convenience is far more critical, although distinctiveness is equally crucial. For

example, most hotels in Japan, particularly in major cities such as Tokyo, have relatively small “”rooms, generally, only enough for one person to sleep. Robot cafes, maid cafes, and even animal cafes are gaining popularity as "pop culture" cafés and restaurants. The look of these coffee shops appeals to Japanese teenagers who like following trends and attempting new things. Compared with traditional Japanese culture, the emphasis on hospitality and politeness is one of its characteristics. For example, Ryokans are traditional Japanese inns with tatami mat flooring, public baths, and a strong emphasis on talking and socializing with the owner and neighbors. Old traditions have been carried with respect throughout the years in Japan, even during modern times. For example, rituals such as the "Obon ritual" are common in Japan to honor their ancestors, and it has been celebrated for over 500 years. Another example, Shintoism and Buddhism, are two major faiths that have influenced Japanese customs and culture. Shintoism has been practiced for almost 2,000 years in Japan, and it is still being practiced today (Tennant, 2021).

When it comes to first marriage, the mean age for Japanese men and women is in their 30s in 2020. For example, last year, in 2020, 525,490 Japanese couples tied the knot, which led to a marriage rate of 4.3%. (Ebuchi & Koga, 2021). Ever since 2003, The number of divorces among Japanese couples has also been declining. Furthermore, the number of people who have never married until they are exactly 50 years old has been rising, reaching 23.4 percent for men and 14.1 percent for women in 2015, the highest percentages ever. The falling birth rate might be explained by the declining marriage rate, rising marrying age, and growing choice of single life in recent years (Statistics Bureau, 2021).

Vals Type for Our Ideal Customer:

The primary type of the ideal target customer based on the Vals system is like the Experiencers consumer group which represents a dominant approach to life. This type of customers tend to “have high resources and a Self-Expression motivation” (Strategic Business Insight, 2021). The secondary type of our ideal customer is more like the Innovators which represents a particular emphasis on the dominant approach. This type of consumer always takes in information (antennas up), they are always confident enough to experiment, they make the highest number of financial transactions, they are skeptical about advertising, they have international exposure, they are future oriented, and are self-directed consumers (Strategic Business Insight, 2021).

2) Technology infrastructure and E-Retailing - (Shafana Begum)

Across the spectrum Japan is known to be one of the largest growing e-commerce markets as well as, the third largest and fastest growing markets. This is driven by the dominance of business to business (B2B) transactions. With the recent pandemic there is a growing focus to increase business to consumer sales (B2C) and even consumer to consumer (C2C) (Diep, 2021). In store options became very limited to access and online stores are getting those sales in return. To protect themselves, businesses are shifting to multiple channels to secure their business. The country’s attractiveness for online retailers derives from its highly developed economy, primarily urban population, and almost nationwide access to the internet (Diep, 2021). Along with the well-developed e-commerce market, Japan provides easy delivery service. They also have a strong service oriented business philosophy in combo with advanced infrastructure.

There are highly sophisticated shopping environments partnered with a spectrum of trusted domestic online retail sites. Business to consumer ruled online marketplaces with the use

of Rakuten. Rakuten Group, Inc., stylized as "Rakuten", is a Japanese electronic commerce and online retailing company based in Tokyo, founded by Hiroshi Mikitani in 1997 (Rakuten Global). As e-commerce spendings were rising in Japan, it was found that non-perishable items were responsible for the larger portion of that share. These consisted of consumer electronics, travel services, beauty goods, and most importantly fashion.

Three major companies to have an impact on the e-commerce market include Rakuten, Amazon, and Yahoo Shopping (Lohaco). From 2018 to 2022, it is expected that the annual growth rate for revenue will be 6.2% and that Japan will remain one of the top five largest e-commerce markets in the world (Leng, 2018). Research done by the Ministry of Economy, Trade, and Industry (METI) divided e-commerce expenses into these three categories: sales of retail goods, service, and digital. Alongside the common online marketplaces such as Uniqlo and Amazon, the online handmade has succeeded in making a great development. This indicates the interest in affordable but still unique and high quality products. In summary, the surge in Japan's e-commerce market has to do with frequency in which the internet and mobile is used. This later led to a developed economy and high urbanization, giving an opportunity to those looking to start a company in the country.

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