



# UNLIMITED ACCESS

Access Technology Solutions

## Don't leave "Yen" on the Table...



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### Key Points:

- Japan is the world's 2nd largest consumer market
- AND the world's 2nd largest eCommerce market as well
- There is a strong demand for foreign (U.S.) goods in Japan—particularly luxury and/or name brand items
- While there are unique challenges and obstacles to U.S. companies doing eCommerce business in Japan, it can be done—and with relative ease and little expense

Everyone knows that Japan is one of the world's economic powerhouses, but most retailers in the U.S. are only vaguely aware of the dynamics of Japanese consumer markets. After all, it doesn't really have any bearing on their businesses, right? **Not necessarily.**

### Demand for Foreign (U.S.) Goods in Japan

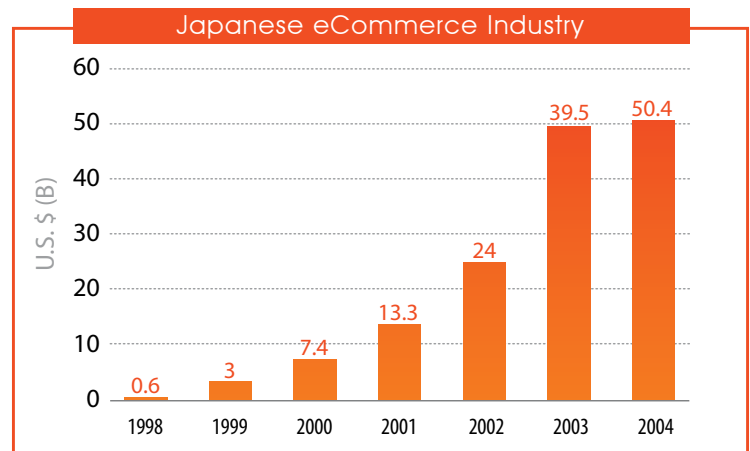
Demand for U.S. goods among Japanese consumers has never been higher. American catalog mainstays from L.L. Bean to Victoria's Secret have found Japan to be their #2 market outside of the United States, while many companies ranging from bottled water to cosmetics have 70-95% of their business coming from inside Japan.

Even retail expansion by prominent international brands has taken a dramatic upturn in the last 12 months. Polo Ralph Lauren recently opened their largest store outside of the U.S. in Tokyo, and IKEA has just opened TWO new stores in Japan—20 years after “pulling out” during a time they felt the market wasn't ready for them. The American wholesale club giant Costco has expanded rapidly in Japan where you not only find bargains on case lots of canned food and other commodities, but will also find shelves lined with Coach handbags, Dom Perignon

champagne, and Rolex watches. Tiffany & Co. has more retail boutiques in Japan than in any other country, including the U.S.

In fact, Japan is the #1 destination for U.S. exports, with consumer goods categories ranging from medical devices and nutritional supplements, child/baby products, cosmetics, household

consumer. A “shopping trip” can easily take an entire day and still be limited to what you can take home with you on the subway or commuter train. With the savings in time and money available through lower prices often available on the web and the convenience of home delivery, eCommerce is highly attractive to Japanese consumers.



furnishings, clothing/fashion, and jewelry being particularly strong markets. In fact, 13.8% of Japan's considerable GDP in 2005 consisted of products from outside of Japan. The fact is, with over 127 million consumers in the world's 2nd wealthiest nation, Japan should be a prime target for anyone looking to expand beyond the borders of the United States.

### eCommerce in Japan

Online shopping has very real advantages for the Japanese

And the opportunity for Japanese consumers to purchase online is definitely there, and growing. 88.1% of Japanese families have internet access as opposed to 54.6% in the U.S. Between 1998 and 2004 the Japanese eCommerce market grew 8,600% to over \$50.4 billion. Several of the largest eCommerce destination sites on the web are in Japan and target Japanese consumers exclusively.



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### "Personal Import" In Japan

One unique aspect of the Japanese opportunity for U.S. retailers is Japan's remarkably favorable "personal import" regulations. Basically, Japanese consumers can import for personal use most products with the first (roughly) \$140 being exempt from import duties and taxes. And with a significant price differential between even the most upscale U.S. retailers and the Japanese domestic competition, Japanese consumers that take advantage of the personal import process in Japan can typically save 30-60% with no additional hassles and greater selection.

This has led to incredible growth for the Japanese mail order business. In spite of the continued expansion of foreign retail in Japan, overall mail order sales continue to rise even as overall retail sales fall. In fact, over a seven year period, foreign (mostly U.S.) mail order sales grew **3500%**— while domestic retail sales grew only 16%. The trends which have benefited the mail order channel in Japan **are now benefiting internet sales in Japan.**

### Opportunities for U.S. Products

So what defines a company with strong eCommerce opportunities in Japan? The primary criteria fall into a couple of categories:

#### Product Profile

In general, Japanese demand for U.S. goods is defined by three factors: **a)** brand image, **b)** availability, and finally **c)** price. Japanese consumers, as previously



explained, are extremely image conscious and often seek out the most prestigious and luxurious brands. And while many of these goods are available locally through retail outlets in Japan, availability is often limited, leading consumers to look for alternate sources. Plus, goods purchased directly from the U.S. are almost universally significantly less expensive than the exact same items purchased through local retailers.

In addition, certain product categories generate uniquely strong demand for overseas goods. Some of the strongest import goods categories include:

- Baby/Child Products
- Clothing
- Cosmetics
- Health supplements
- Hobbies/Collectibles
- House wares
- Small furnishings

- Jewelry
- Sporting Goods
- Toys
- Vitamins

Companies offering strong brands and/or a wide variety of products in these categories should seriously consider starting a Japanese eCommerce initiative.

#### Company Profile

Some companies already have interest and/or experience in international markets including Japan. Perhaps they even have a Japan-specific shipping policy or even a Japanese translation of their website. These are strong indications that there is latent demand for their products and the opportunity is there. By implementing a full Japanese eCommerce platform as described below, these companies may begin to see significant returns on their efforts in Japan very quickly.

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- a. brand image
- b. availability
- c. price



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### Obstacles for U.S. Products in Japan

It's not always easy for U.S. vendors. But if you think it's tough from your perspective, look at it from the Japanese customer's point of view. Imagine that when you went to search for a baby stroller on Amazon.com (or any other U.S.-based ecommerce site) you got this:

"Could you order anything from an eCommerce site that looked like this?"

マクラーレンの検索結果: 通販・インターネットショッピング  
2,000円分のポイントプレゼント! | 楽天トップへ  
買い物かご | my Rakuten | 総合案内 | 楽天へ出店 | ヘルプ

共同購入 オークション 特売 ショップ別

検索結果 (検索キーワード: マクラーレン) <<前のページへ戻る

さらに検索

検索条件

検索キーワード  
マクラーレン  
すべて含む

商品名、商品番号で探す

検索条件を追加する  
キーワード

価格 価格帯で絞り込む  
円~ 円

ジャンルを指定して絞り込む

おもちゃ・ホビー・ゲーム (481)  
キッズ・ベビー・マタニティ (101)  
CD・DVD・音楽 (97)  
ドリンク・お酒 (92)  
車・バイク (49)  
本・雑誌・コミック (45)

キーワード「マクラーレン」に関連したおすすめ情報

ベビー市場  
生まれてすぐから2歳頃までのベビー用品はこちら! 肌着、洋服、育児用品など

並び順 価格が安い | 価格が高い | 新着順 | 感想の件数順  
表示方法 写真付き一覧 | 写真なし一覧 | ウィンドウショッピング  
対象商品 全て | 感想あり | 買い物可能 | 送料込み | カードOK | プレゼント | 資料請求 | 動画あり

1件~30件 (全978件) 次の30件 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 ...

写真	商品名	価格	ショップ名	比較
	マクラーレン ナクノXT 2002モデル箱型モデル品・写真撮影品 販売・送料込なんと29,000円 (感想12件)	29,000円 税込、送料込 残り10件	マイク屋	<input type="checkbox"/>
	マクラーレン ベビーカー ヴォロー (感想9件)	20,580円 税込、送料込	マイク屋	<input type="checkbox"/>
	マクラーレン クエストMODベビーカー (イスクラネットバブルモダン)	35,500円		

楽天オークション  
●税込3,900円 ●マクラーレン: 3,900円  
英国王室御用達レゾ: 800円  
●税込3,900円  
●MacLar.: 3,900円  
全11件  
もっと見る  
楽天ダウンロード  
「マクラーレン」を  
探す

And when and if you finally figured out how to order, you saw this:

商品についての問い合わせ STEP1

「マイク屋」への商品についての問い合わせに、以下の商品が選択されています。

商品名  
マクラーレン ベビーカー ヴォロー

1. 商品についての問い合わせ内容の入力  
▼入力項目の●印は入力必須項目になります。  
「@」「#」「#」などの機種依存文字は入力できません。  
必ずお名前とメールアドレスを入力してください。折返しご連絡させていただきます。

お問い合わせ内容

お名前 ● 姓  名   
(例) 山田 太郎

メールアドレス ●  <半角英数字>  
(例) aaa@aaaaa.a.jp  
▼確認のためもう一度、コピーせず直接入力してください。 <半角英数字>

お問い合わせ内容 ●

And when you figured out what was going on, you realized that you couldn't even pay using your preferred credit card....



## Don't leave "Yen" on the Table...

### Forget about Asking ANY questions

- Where's an email address?
- Or phone number?
- What are my shipping options and costs?
- Where/how do I provide my shipping address, credit card details, etc?
- And even if I did get a hold of anyone, will they even understand my question?!

The bottom line is— You couldn't buy anything from a site like this, even if you WANTED to!

One out of every three of the top-selling products available through Rakuten (the largest eCommerce portal in Japan— and the 7th most trafficked website worldwide) comes from outside of Japan.

Even so, less than 5% of U.S. ecommerce sites say they will ship overseas, and an even smaller percentage ship to Japan. And virtually none of them offer a fully localized shopping experience, including a Japanese shopping cart and payment methods. That's sort of like trying to buy something online in the U.S. and finding out that the seller only accepts cash, checks and money orders!

On top of that, how many U.S.-based eCommerce sites are even prepared to calculate, manage, and ship products to addresses that look like this:

〒115-0002  
東京都渋谷区大山町  
34-15  
藤本幸恵様

This is obviously not a simple task if you're not already set up accept these characters.

### Keys to Successful Japanese eCommerce

To have a successful Japanese eCommerce initiative, you must have:



### Localized content

To support the display of standard characters used in writing Japanese, your website platform must support double-byte characters, international time, date, and currency standards, etc. You also need a method for managing content changes including pricing updates based on ever-changing currency exchange rates. And of course, this all has to be based on an overall strategy for selling to and supporting the Japanese market.

### Japanese shopping cart/payment processing

You also must be able to accept and process payment by credit cards from Japanese banks, as well as direct bank transfers, which is the way most Japanese make their monthly payments for everything from groceries to housing.

### Familiar shopping experience

The customer needs to feel comfortable purchasing online. No surprise there— it's pretty fundamental. It is equally as critical that the U.S. vendor be able to integrate Japanese eCommerce into their existing logistics systems.

And that's the end of it, for many if not most U.S.-based eCommerce vendors. The obstacles are just too daunting. It's hard to even know where to start.

### How Access Technology Helps

Access Technology provides everything a company needs to launch a successful Japanese eCommerce venture.

**Goopping** is the first native Japanese eCommerce portal focusing exclusively on products available for personal import directly from the United States.

"...less than 5% of U.S. ecommerce sites say they will ship overseas, ... and an even smaller percentage ship to Japan."



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**Goopping**

<http://www.goopping.jp>

"Introducing **Goopping**, the first native Japanese eCommerce portal focusing exclusively on products available for personal import directly from the United States."

Goopping addresses all three of the major obstacles facing U.S. companies trying to break into or expand their eCommerce business in Japan:

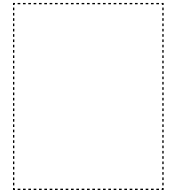
**Localized content**—Access Technology Solutions translates product descriptions and indexes them for inclusion in the Goopping Japanese eCommerce search engine where they can be freely searched and accessed along with thousands of other products from the U.S.

**Japanese shopping cart/payment processing**—Japanese consumers can purchase products listed on Goopping not only in local currency (yen), but can also pay for them via their preferred payment method, including Japanese bank-sponsored, yen-based credit cards and even direct bank transfer.

**Familiar shopping experience**—the entire process is exactly the same as what a Japanese online shopper would expect from any Japan based ecommerce site.

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*Making selling products to  
Japan as easy as doing  
business next door!*



## **Goopping Benefits**

At Goopping, Japanese shoppers will find:

- Lower prices on U.S. goods
- Greater selection availability
- Consolidated shipping (even GREATER savings)

And U.S. companies benefit from:

- Near immediate reach into Japanese eCommerce market
- Integration into Japanese eCommerce search engine
- No change to existing operations
- NO Risk

## **Costs**

Goopping is a very inexpensive and cost-effective way to enter and/or expand your reach into the Japanese market.

### **Initial Costs**

- Any translation costs for SKU's beyond the initial 10 (which we are providing for free) will be billed at our costs - unless you provide the translation into Japanese.

### **Ongoing Fees**

- 15% of Japanese sale