



# WHAT IS NECESSARY FOR JAPANESE COMPANIES TO SURVIVE IN THE FUTURE?

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JAPAN

H. Tamaki N. Kotaro Y. Tatsuya

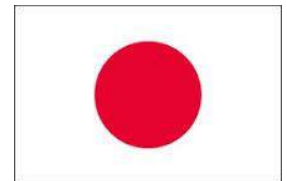
N. Marina O. Saki



名古屋大学  
NAGOYA UNIVERSITY



**MAFF**  
Ministry of Agriculture,  
Forestry and Fisheries  
農林水産省



# OUTLINE

## INTRODUCTION

### NAKOKU Co., Ltd

### FUJI OIL

### HOLDINGS INC.

### YOSHINOYA

### HOLDINGS Co., Ltd

### SUMMARY

### CONCLUSION



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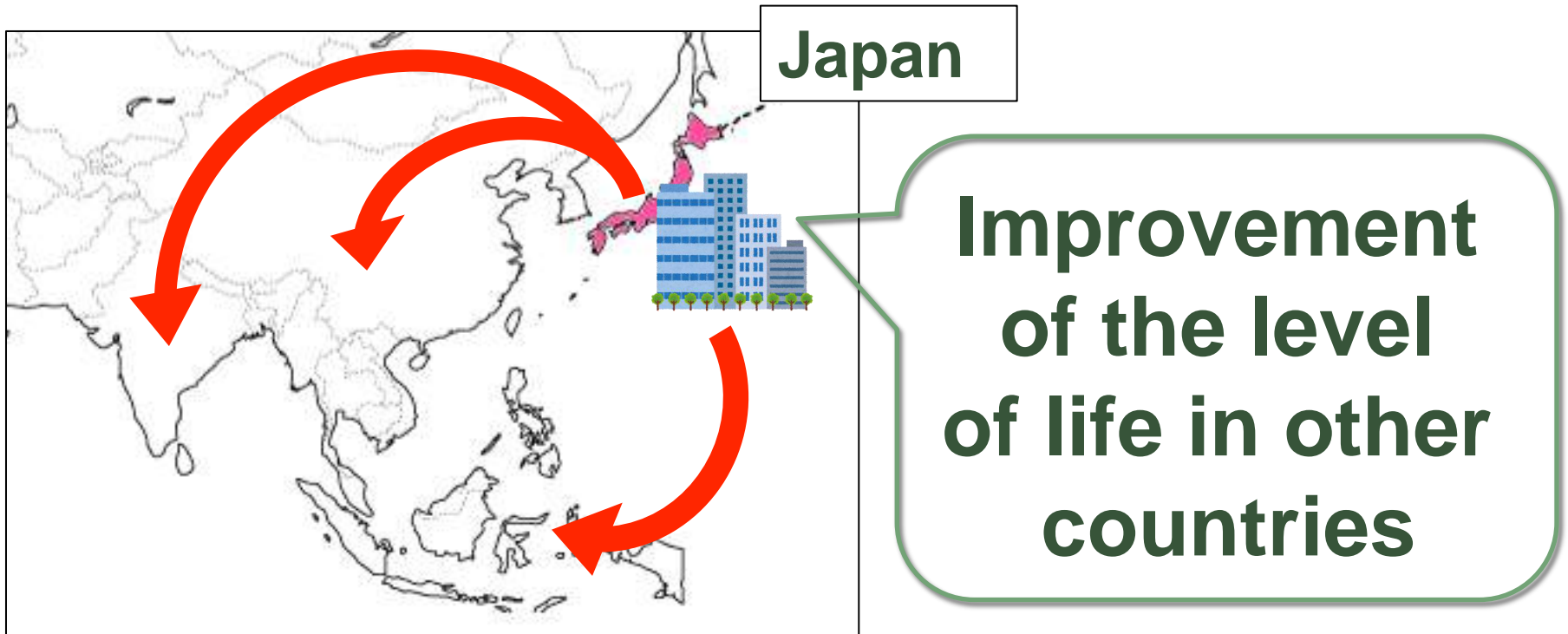
### CONCLUSION





# Circumstance of Japan

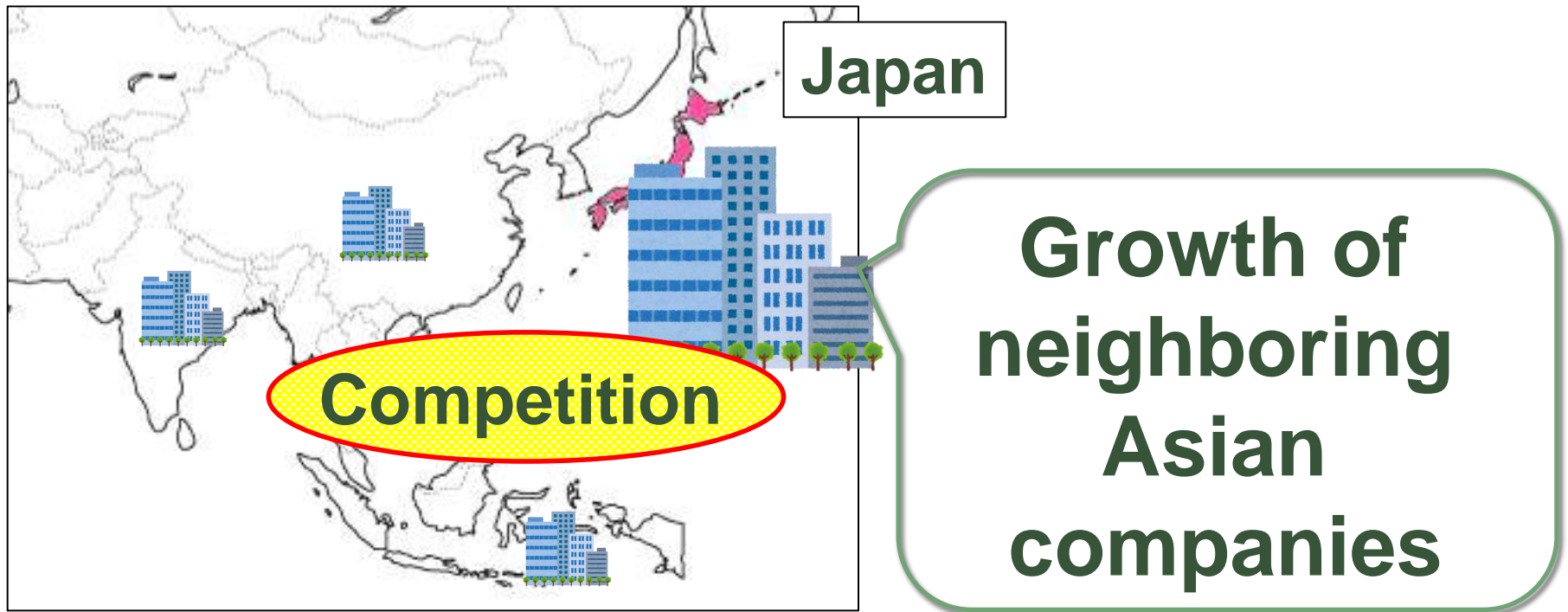
**Demands of Japanese products are increasing**





# Circumstance of Japan

**Competitions are occurred**





# Circumstance of Japan

**Labor force is decreasing**

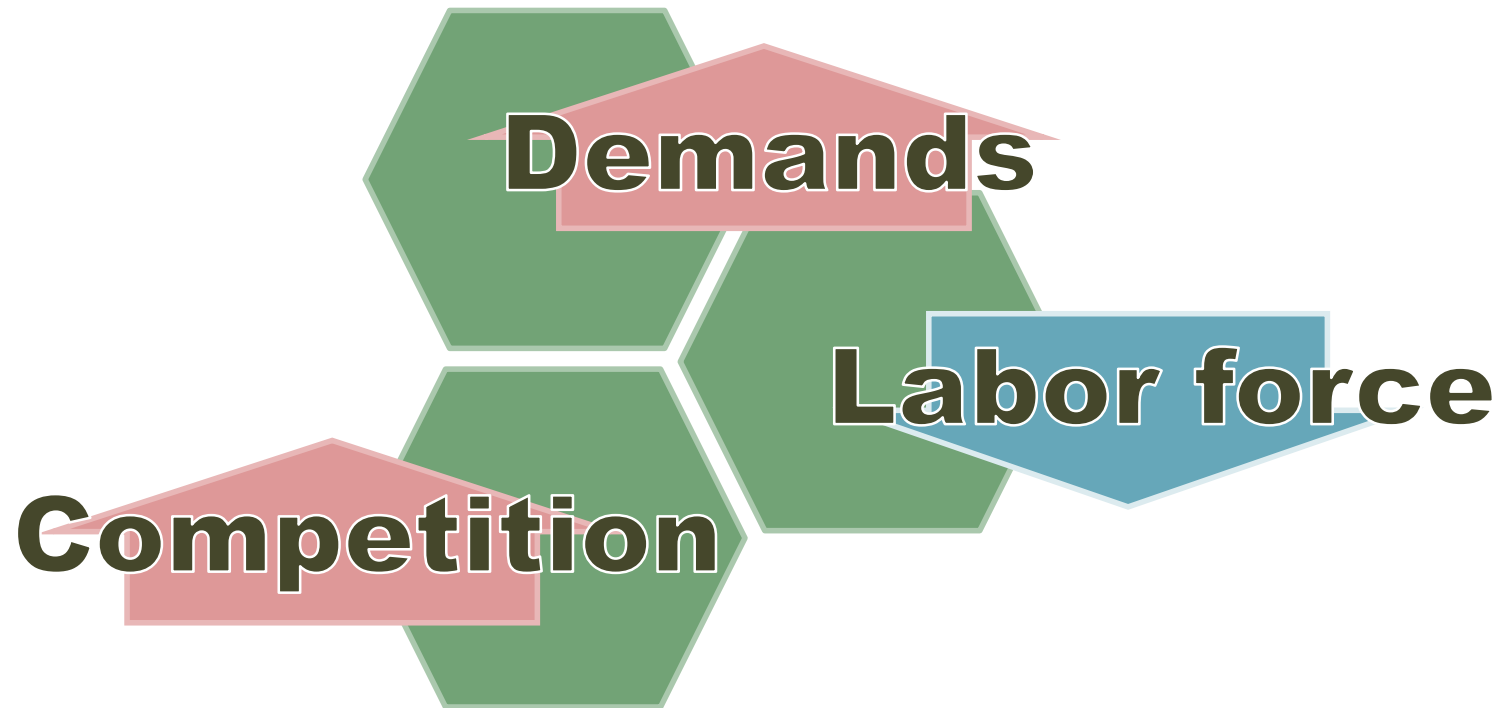


**Decreasing  
birthrate and  
aging of  
the population**



# In these circumstances

How can Japanese companies survive ?



They have to relate to International society.



Primary  
industry

Secondary  
industry

Tertiary  
industry



Sixth sector industry







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# NAKAKOU

AGRICULTURAL COMPANY



## CATEGORY

Primary(Agricultural company)

## FOUNDATION

1974

## AMOUNT OF CAPITAL

38,000,000yen

## CONSTRUCTED AREA

500ha (the largest in this area)

## BUSINESS

Producing rice, wheat, soy bean and vegetables  
Normal cultivation, special cultivation, organic.

# GOAL

NAKAKOU produces the products and sell, using the land where no-one is going to use

Why were there extra land ?

## REASON

- ① Labor force shift from primary to secondary
- ② There are a few following famer.





# CIRCUMSTANCE

Difficult to get labor force in this area

**Why couldn't they get labor force ?**

- ① Japanese don't want to be famer.
- ② Aging of the population

# STRATEGY

Employing foreign labor force

## MERITS

- Getting labor force
- Education





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**Fuji Oil Hannan Business  
Operation Complex**



# FUJI OIL GROUP

INGREDIENTS SUPPLY COMPANY



## CATEGORY

Secondary(Ingredients Supply company)

## FOUNDATION

1950

## AMOUNT OF CAPITAL

13,000,000,000yen

## NUMBER OF EMPLOYEES

5141 people

## BUSINESS

Producing Fats, Oils, and Soy-related Ingredients to other Food Maker Companies. Group Companies in Japan, China, Singapore, Malaysia, Thailand, Philippines, Indonesia, India, Belgium, Ghana, U.S., and Brazil





# GOAL

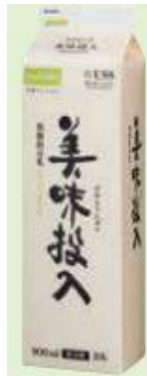
Expand globally to be able to survive sustainably

# CIRCUMSTANCE

Possess only-one technology

**USS (Ultra Soy Separation) Technology:**

Separate and fractionate soymilk into low-fat soymilk and soy cream.



Low-fat  
soy milk



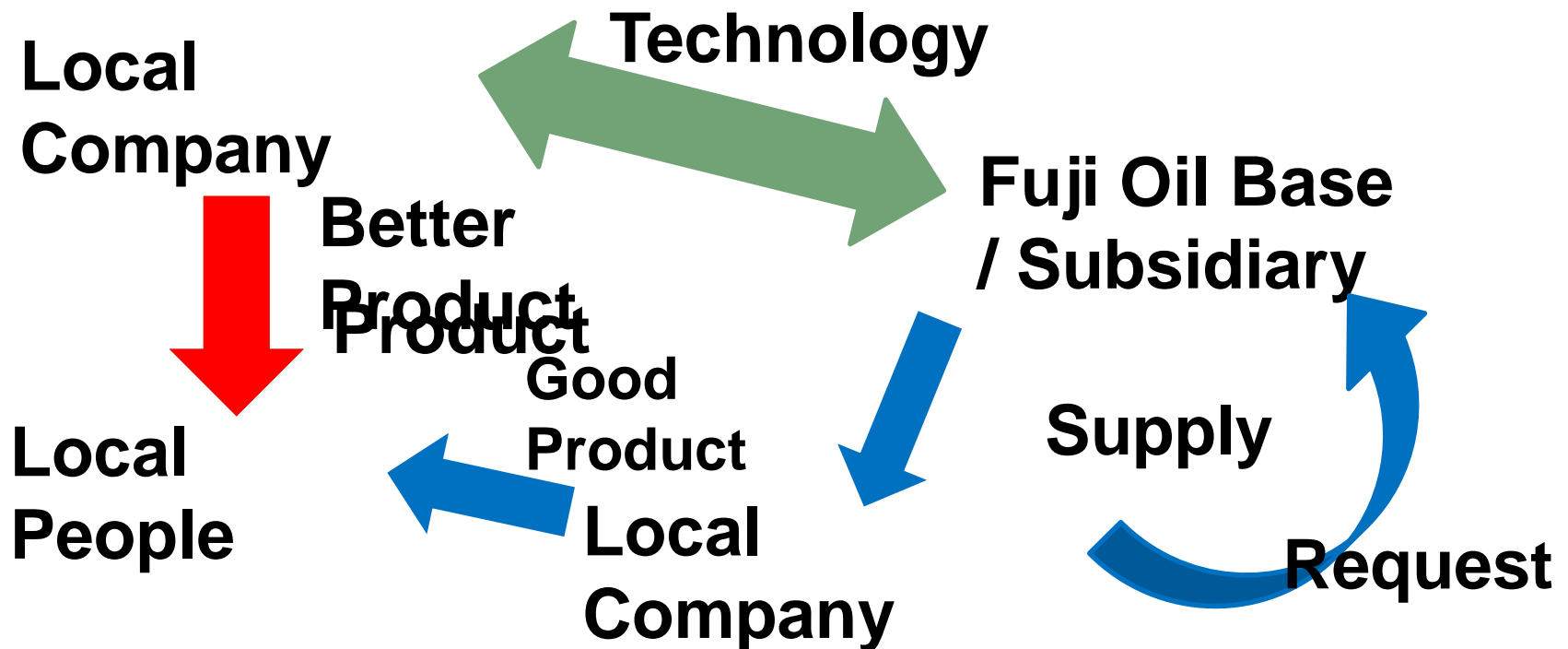
Cheese-  
like soy  
milk cream





# STRATEGY

- ① Use its advanced technology as a tool to proceed M&A
- ② Respond to various needs of customers and increase its share



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# YOSHINOYA HOLDINGS

FOOD SERVICE COMPANY



## CATEGORY

Tertiary(food service company)

## FOUNDATION

1958

## AMOUNT OF SOLD

189 billion yen

## AMOUNT OF CAPITAL

10 billion yen

## NUMBER OF SHOP (RESAURANT)

3074

## BUSINESS

Management of restaurants which sell beef bowl, udon, sushi and so on



# GOAL

**Expanding YOSHINOYA and Japanese brands into mainly ASEAN countries.**



## Why ASEAN?

**It is sure that economy of ASEAN countries will develop.**

# CIRCUMSTANCE

**Poor connection in ASEAN COUNTRIES**

**However YOSHINOYA has already branches in USA, Taiwan and China.**

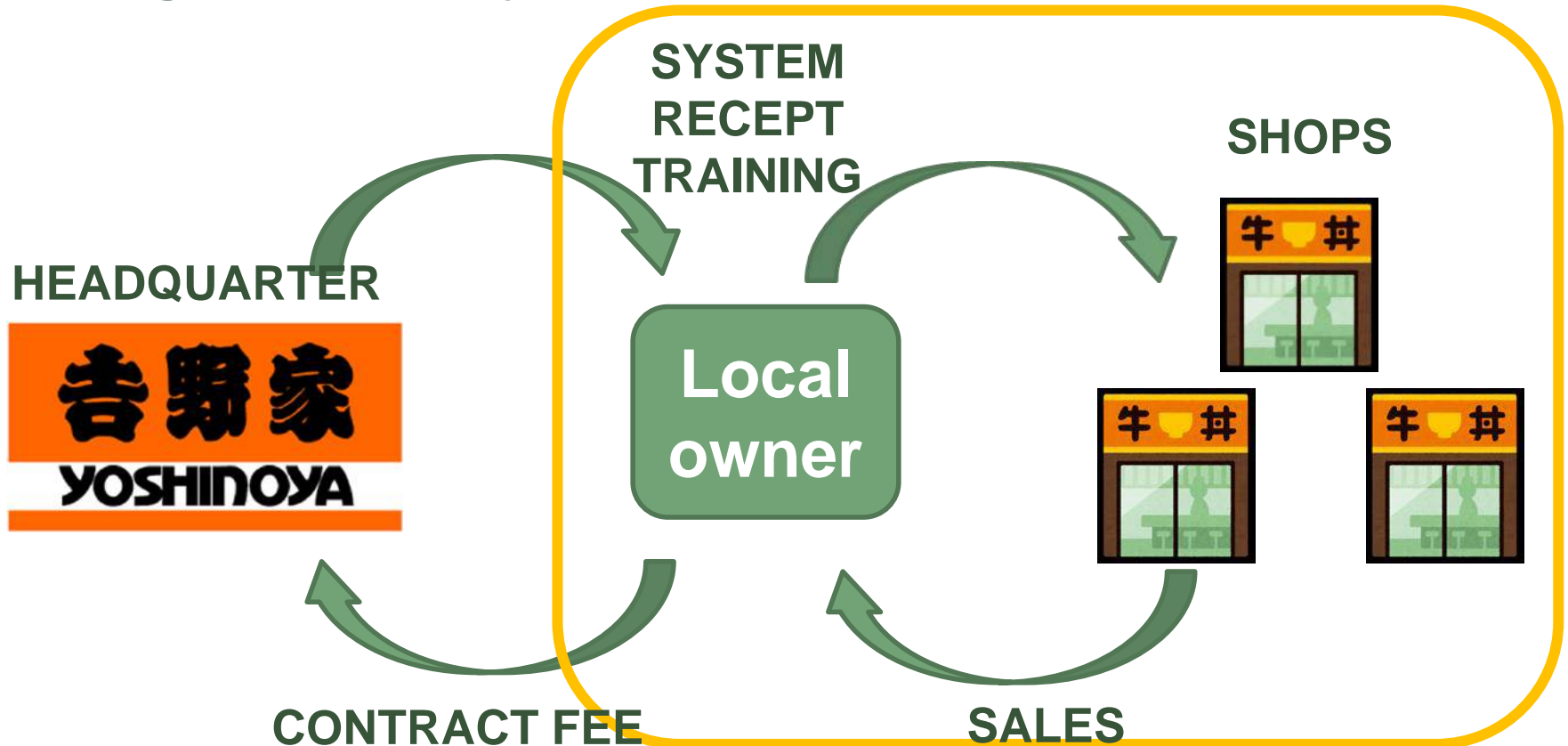


# STRATEGY

Re-using the ways which YOSHINOYA used for expending into USA, Taiwan and China

[1] Using franchise system

Abroad





# STRATEGY

Re-using the ways which YOSHINOYA used for expanding into USA, Taiwan and China

[2]Conservative and flexibility



**Original taste**  
beef bowl  
sold in USA



**New taste**  
Combo bowl  
in USA

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# SUMMARY

Using extra  
lands



Lack of Japanese  
labor forces



**Import  
foreign laborer**

Expand  
further



Advanced  
technique



**M&A in  
Global market**

Expand their brand  
in ASEAN countries



Poor connection



**Franchise  
system**

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# CONCLUSION

Important 3 steps of Successful companies

- 1 Set their goal
- 2 Understand their circumstance
- 3 Take the best strategy

**What is necessary for Japanese companies to survive in the future?**

**It is important to involve labors and/or customers from other countries through these 3 steps.**