

Become a JMEC Project Client:

if your business objective is to:

- introduce your company to the Japanese market
- revitalize an aspect of your company's existing operations in Japan
- refocus your business in Japan
- target new market segments
- launch a new product or service
- reposition an existing product or service

Turn your business objective over to a JMEC team of 5-6 well-trained professionals, and receive a well-researched and innovative plan, unconstrained by in-house politics. The business plan will be focused on your specific business objectives in the Japanese market, and will be prepared at a fraction of what it costs to hire outside consultants.

Your plan:

- consists of roughly 50-100 pages plus appendices.
- is the result of approximately 1,600 hours of work by your JMEC team of foreign and Japanese professionals, trained on topics such as finance, marketing and doing business in Japan.

Figure 1: Education level of JMEC 17 Participants

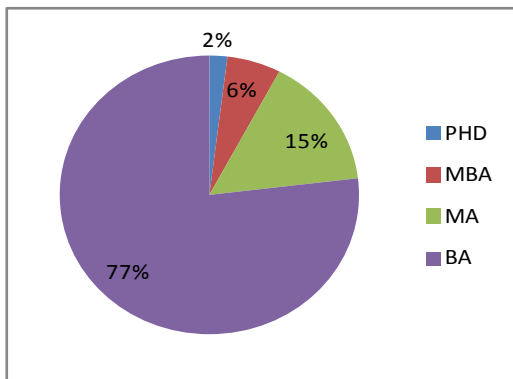


Figure 2: JMEC 17 Participants Statistics

Average age	33
Native English speakers	35%
Countries represented	20

- is monitored and reviewed by knowledgeable and experienced business experts acting as team mentors and consultants.

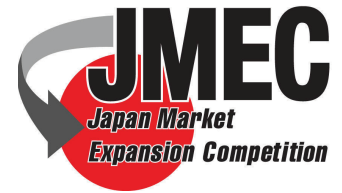
- is kept confidential, including your business objectives and even your company name, throughout and after the program (unless permission is granted).

- includes the following sections:

- Executive Summary
- Financial Section
- Background
- Product/Service

- Objectives
- Market Research
- Marketing Strategy
- Pricing Strategy

- Promotion Strategy
- Distribution Strategy
- Competitor Response
- Management



- covers competitor information, industry data, market surveys specific to your product or service, is substantiated by financial projections, appendices, etc.
- is ready to implement. A survey of past Project Clients shows that two-thirds began implementing their business plan within 6 months of receipt, and all said they received results as expected or better.
- has the potential to improve long term business prospects.

What past JMEC Project Clients have to say:

“ To see the quality and amount of talent that JMEC attracts is very encouraging. Our involvement with the program has given Air New Zealand a useful profile. The (JMEC business plan) clearly identifies the potential of the education market for Japanese visitors to New Zealand and we will certainly use some of the output in the future.”

Ed Overy, General Manager (Japan and Korea), Air New Zealand

“ The amount of work the team put into research and the development of our plan is truly amazing. More importantly, the quality of the results is at a professional consulting level. As we continue to advance our business development activities for the product, we will rely heavily on the research and advice with which the team has provided us.”

Chris Phelan, Business Development Manager, Weatherly Japan K.K.

“ It was an enormously productive exercise very well worth the investment. We received great recommendations and we have already implemented most of them. The JMEC team was very complete, conscientious and enthusiastic and quite passionate about TELL and the project at hand. It was a great learning experience for everyone involved.”

Linda Semlitz, Clinical Director, Tokyo English Lifeline (TELL)

JMEC is a professional business plan competition that helps organizations (Project Clients) to maximize their business success in Japan, while strengthening the business skills of promising professionals (Participants). Project Clients receive a thorough, confidential, ready-to-use business plan at a price much lower than through an outside consultant. Actively supported by 16 foreign chambers of commerce in Japan, JMEC has been a vital part of the business community in Tokyo since 1993.

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