

Business

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MISUNDERSTOOD OR MISREPRESENTED [School [Assignment September 6, MISUNDERSTOOD OR MISREPRESENTED There is quite a misconception regarding entry barriers for new businesses in Japan that is scammed by various big business groups working already in Japan and earning enough in returns of their businesses. (Venture Japan, 2009) This misconception generated and flowed by the top foreign businesses, which do not want to distribute the market share of Japanese market that is already concentrated. This is a fact that there are already the big firms working and earning enough from Japan and those big firms includes the Yahoo, BMW, Tiffany and Co, Louis Vuitton, Mercedes-Benz and Chanel. (Merill Goozner, 1995), This fact revealed by the article Misunderstood or Misrepresented which is based on the Japanese culture and business ethics, reflects the integrity, kindness and the hardworking of the Japanese people, who always welcome the new customers with smiling faces at airport, at train and on the hotel as well. In fact, paying tips to the staff of the hotel and restaurant against services is the vogue of Europeans, but this vogue is not in the practices of Japanese. The services of hotel personnel are paid by the hotel not by the customer's tips. These differences further influence the foreign investors to initiate the businesses in Japan, who prioritized the customers with full services, even the personal services also include in the duties. (Kwintessential, 2011).

This is the famous phenomena of Japanese ethics, that they are more than hard working and complete and never sacrifice their work against the social or personal issues. Considering the previous trend of practices, contribution for an innovative world as well as the growing business, the experts observed and stated that there is no barrier for new entries in Japanese

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Market, this is only some misconception and misunderstanding for the new investors from the old investors. The communication system and leading techniques of the Japanese, capture the higher market share in international market.

Reference

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