

Capital area. main
languages: japanese,
english (taught

[Business](#), [Marketing](#)



Capital City: Tokyo population: 13 million (city), 32.5 million people (metro area) The Tokyo Metropolitan Area is the most populous in the world (32.5 Million) with the second being in Seoul, South Korea, with a population of 20.5 million people. The Largest Japanese Cities: Tokyo, Yokohama, Osaka, Kobe, Sapporo, Kyoto, Saitama, Fukuoka, Hiroshima, and Sendai Population: 127.3 million 11th largest population country in the world (2016). Area: 377,864 sq. km (145,894 sq. miles), 61st largest country by total land area. Main languages: Japanese, English (taught in high schools) Main religions Shintoism, Taoism, Buddhism Major Ethnic groups: Japanese (approximately 98% of population), Korean (0.5%), Chinese (0.4%), Other (1.

1%) Life expectancy at birth: 80 years (men), 87 years (women) 83 years (average) Highest in the world Currency: Japanese Yen (¥) UNDP Human Development Index (HDI): 0.891 (2015, 20th in the world) GDP per capita (International \$, PPP): \$36,680 (2016 World Bank) Literacy Rate, age 15 and over can read and write: 99% Unemployment rate: Male: 8.7% Female: 7.1% (2012 Rank in comparison to the world, 123) Geographically, Japan is an archipelago that consists of over 6,750 islands and volcanoes located in the Pacific Ring of Fire. The Pacific Ring of Fire has more than 70% of the world's active volcanoes located on it and causes 90 percent of the world's earthquakes due to the immense amount of pressure created from the tectonic plates.

Japan consists of four main islands, Honshu, Kyushu, Hokkaido, Shikoku, and make up 97 percent of the nation's total land area. Closing thoughts: Japan is

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one of the most beautiful and geographically diverse nations in the world with tropical jungles located in the southern parts of Kyushu, and snowy mountains in Hokkaido featuring a Palace of ice in Sapporo during the winter. It boasts a 99% literacy rate for both male and female, low unemployment rate, and a great opportunity for international trade. Political Environment The Japanese government is a constitutional monarchy that is divided into three branches; the Legislative, the Executive, and the Judicial. Their legal system is modeled after the European civil law systems and has English-American influence, judicial review of legislative acts in the Supreme Court, and they accept compulsory International Court of Justice (ICJ) jurisdiction with reservations.

In the Executive branch, the chief of state is Emperor Akihito. The cabinet is appointed by the prime minister, which is Prime Minister Naoto Kan, who is the head of government. The judicial branch has a Supreme court and the chief justice is appointed by the monarch and all other justices are appointed by the cabinet. Main Political Parties:- The Liberal Democratic Party of Japan (LDP): Centre-right, heads the ruling coalition.

- Democratic Party of Japan (DPJ): centrist, major opposition party.- Komeito (NK): Centre-right, in coalition with the LDP.- Japan Restoration Party (JRP): right-wing, third largest force, but is slowly losing representation.- Japanese Communist Party (JCP): left-wing, more than doubled its representation in the last election.

Current Political Leaders: Emperor: Akihito (since 7 January 1989) - hereditary Prime Minister: Shinz? Abe (since 26 December 2012) - Liberal Democratic Party Next Election Dates House of Representatives: On or before 13 December 2018 House of Councilors: 2019 Legal Environment Japan is a civil law country, governed by laws passed by Parliament and interpreted by the courts. At the beginning of the Meiji era (1868-1912), the German and French legal systems were the model for the Japanese court and legal system. After the Second World War, a major reform of the legal system took place in Japan with many of the revised laws being modeled on American law. Today, the Japanese legal system remains a hybrid of the continental European system and the Anglo-American system.

The Constitution of Japan provides that all judicial power in Japan is vested in the Supreme Court and in such inferior courts as are established by law. The Court Organization Law establishes the following five types of courts in Japan listed in order of judicial authority, from highest to lowest: (1) Supreme Court; (2) High Courts; (3) District Courts; (4) Family Courts; and (5) Summary Courts. Each level of the courts has their own jurisdiction as constituted by the post-war constitution of 1947. Each court renders a judgment independently and a decision of a superior court binds the courts below in respect of the case concerned. In contrast to common law jurisdictions, there is no principle of stare decisis (i. e., a court is not bound by a previous decision in a different case).

Economic Environment 3rd largest economy 4th largest purchasing power 2nd largest developed economy leading industrial clusters and manufacturing

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centersWorld's largestCreditor Nation Participates inEconomic Partnership agreementsIs a member ofmultiple international trade organizations such as APEC, WTO, OECD, etc. Japan, the world'sthird largest economy, is highly exposed to external shocks because of itsstrong dependence on exports. This vulnerability has been on display in recentyears, as its economy experienced periods of recession alongside the slowdownin the global economy. Natural disasters and backlash to the 2014 VAT increasehave furthered this recessionary trend. In 2015, growth remained sluggish(0.6%), driven by foreign trade and public consumption. It is expected to rebound slightly in 2016, led by strong exports and household consumption. Moving forward, budgetary consolidation will remain a key issue for the country as it tries tobring its debt levels under control. The ageing of the population and politicaltensions with China and South Korea are additional concerns that Japan willhave to address in the years to come. TechnologicalEnvironment/InfrastructureTechnological Environmentmeans forces that create new technologies, creating new product and marketopportunities (81). Japan is a good example of technological environmentbecause it is known for its high technology and it has its distinct market. This is especially true when one sees the cell-phone market in Japan. Cellphones are must have gadget to Japanese, especially for people in Tokyo wherethey spend majority of the day outside of their home. Japanese cell-phones havethus developed as more than a phone and have their own features. Thistechnological advance together with the high usage of cell phones caused Japanto have its own marketing system. Socio-

Cultural Environment Japan is a very high-context culture - communication doesn't require a lot of words, which can be irritating for people from cultures with a lower context.

The context also includes non-verbal communication, that is very important. There are books for foreigners that explain the different gestures and body language codes of Japanese people. Japanese avoid eye contact when they want privacy and to stare into someone's eyes, especially when this person is older or has a higher status, is very impolite. It is also interesting that nonverbal messages can be clearer than words, as the high-contextuality of this culture allows words to have several meanings - whereas in western societies, words seem more reliable than the nonverbal communication. In contrast to western societies (and France), there is a high level of collectivism. At the same time, or rather because of that, it is crucial to Japanese people to save their face. They avoid direct confrontation and always stay polite. Therefore, the level of assertiveness is equal zero: being straightforward is social suicide.

But there is not only this in-group collectivism - national institutions and the organization of the whole culture is group-centered. The company is the second family and a lot of time is spent there. What western people call self-evaluation is not important to Japanese people - the group judges how effective something is, not the individual.

Because of the strong sense for groups / the high level of collectivism, harmony is an extremely important value in Japan. Japan has a long-

termorientation. Traditional values are considered very important Japan. Olderpeople are held in very high esteem. The oldest person within a social group isalways honored and respected. When drinks are served, they are served first, and the drink is poured for them.

It seems like the importance of prestige andcollectivism is somehow linked to this long-term orientation. The sad fact, that a lot of Japanese men commit suicide can be explained that way. Back inthe days, samurai used to commit suicide to rehabilitate their prestige andhonor. Until today, Japanese men that face a dramatic loss of esteem, commitsuicide. A loss of esteem can also be a scandal at work or a bad mistake thatcauses a setback for the company.

Working for a company is also a long-term andfuture-oriented matter. That's why in Japan, it is not (only) important to havegreat profit in a quarter year, but to have a strong company and serve thesteak-holders in the long run. Men were and still arethe leading group in Japan. Japan is a male-dominated country.

It is common forwomen to stay at home as housewife and mom once they are married and havechildren. Before women introduce themselves to others, it is also common tomention their men's profession and children's school first to express hersocial status. Genders are not equal in Japan. When it comes to powerdistance, it is important to notice that people have a strong sense forhierarchy. When your boss wants to drink tea with you, not accepting is ano-go. When you greet a person with higher power, you must

bend your back enough to be physically lower than your opposite. In school, children are taught to address older students as "seniors".

As all decisions are made by groups though, the power distance is not as strong as the social order suggests. Concerning the level of uncertainty avoidance, you can say that Japan belongs to the countries with the highest level of uncertainty avoidance. The geographic setting threatens their life with earthquakes, tsunamis and volcano eruptions. To deal with this situation, Japanese are used to prepare for worst-case scenarios.