

## **CASE STUDY**

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Former JET Teacher Hired by Client to Implement Business Plan his JMEC Team Wrote



### **Background**

After having completed a Masters degree in structural engineering one year before, Henry had decided to come to Japan to take a teaching job with the JET Program. Under this program, he taught English in Fukushima-ken for one year. Though he enjoyed this experience, Henry had the desire to study Japanese and to become more involved in business in Japan. Knowing Tokyo was the business center of the country, he made the move to the city to pursue his interests. As a means of learning more about doing business in Japan, Henry signed up for the Japan Market Expansion Competition (JMEC), which had been recommended to him by a former participant.

### **Reasons for Participating**

The main reason Henry signed up for JMEC was to get the opportunity to talk to some very experienced and successful businessmen and women, and to learn from them how to start a company in Japan. He felt the program would also give him a chance to work in a team alongside Japanese professionals, gain some valuable experience in business meetings and add some interesting points to his resume.

### **JMEC Experience**

After completing the JMEC lecture series, Henry was placed onto a team with three other participants, all of whom had very different backgrounds and experiences – no two team members were from the same country or industry. Their project was to write a market entry business plan for a new product that an established company, with 20 years experience in the Japanese market, was looking to import. The company's first attempts at introducing this product to the Japanese market had not met with the same success that had been achieved in Europe. Thus, the company challenged the JMEC team to identify the specific needs of the Japanese market, which would lead to the right conclusions for a market entry strategy. Henry's team worked diligently for four months, with the guidance of their mentor, and wrote a stand-out plan with innovative and actionable recommendations. "It was the best JMEC plan I have read to-date," commented one of the JMEC judges. The team's plan won first place in the JMEC competition and each member, including Henry, won a new laptop computer.

### **Result**

Not long after JMEC concluded, Henry and one of his team members were approached by their client. So impressed with the JMEC plan, the client could think of no one better to implement the plan than the individuals who had written it. They thus became the first two employees of a new division of the company, and they have been working since to carry out the strategies their plan proposed. Speaking of his JMEC experience, Henry said, "I came to understand that fluent Japanese is not necessary to work outside of teaching in Japan. Previously, this misconception had convinced me not to stay longer than 2 years in the country!" Now he is in a challenging position that he enjoys, with no plans to leave Japan anytime soon.

For more information about JMEC, please visit [www.jmec.gr.jp](http://www.jmec.gr.jp) or email [info@jmec.gr.jp](mailto:info@jmec.gr.jp).